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ABSTRACT

The purposes of this research activity included: (1) evaluation of the model for testing a public information program designed to increase awareness of high school students for career planning; and (2) assessment of the effectiveness of the St. Louis Regional Industrial Development Corporation's public information campaign. The campaign consisted of: classroom film and speaker presentations exploring career options, provision of a postage-free card to obtain further information from the Career Education Information Center, media exposure through radio, television and newspapers, and a Career Fair. Fifteen schools participated. Pre- and post-test measurements were analyzed on treatment and control groups of students concerning the direct contact and Career Fair components and indicated increased interest in career opportunities. Media exposure was surveyed, and suggested positive awareness of career options. The Career Education Information Center received 6,006 requests. High school counselors (participating and non-participating) were surveyed concerning reactions to vocational/technical education and information. The participating group did tend to advise students of vocational/technical options more than the non-participating group. Based on information gleaned from this study, a more specific form of dissemination of career education options and opportunities was recommended. (Author/CTM)

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EVALUATION OF A VOCATIONAL EDUCATION PUBLIC INFORMATION PROGRAM

July, 1973

U.S. DEPARTMENT OF HEALTH, EDUCATION AND WELFARE

Office of Education

National Center for Educational Research and Development
(Regional Research Program)

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ABSTRACT

The purposes of this research activity were: (1) evaluation of the model for testing a public information program designed to increase awareness of high school students for career planning and (2) assess the effectiveness of the St. Louis Regional Industrial Development Corporation's public information campaign. This was accomplished by the components: (1) classroom film and speaker presentation exploring career options and providing a postage-free card to obtain further information from the Career Education Information Center; (2) media exposure through radio, television and newspapers; (3) Career Fair.

Fifteen schools participated. Pre- and post-test measurements were analyzed on treatment and control groups of students concerning the direct contact and Career Fair components and indicated increased interest in career opportunities. Media exposure was surveyed and suggested positive awareness of career options. The Career Education Information Center received 6006 requests. High school counselors (participating and non-participating) were surveyed concerning reactions to vocational/technical education and information. The participating group did tend to advise students of vocational/technical options more than the non-participating group (significant at the .10 level).

Based on information gleaned from this study a more specific form of dissemination of career education options and opportunities is recommended.

Final Report

Project No. RO-201111
Grant or Contract No. OEG-0-72-4710

EVALUATION OF A VOCATIONAL EDUCATION PUBLIC INFORMATION PROGRAM

Jack Christensen

St. Louis Regional Industrial Development Corporation

St. Louis, Missouri 63102

July, 1973

The research reported herein was performed pursuant to a grant with the Office of Education, U.S. Department of Health, Education and Welfare. Contractors undertaking such projects under Government sponsorship are encouraged to express freely their professional judgment in the conduct of the project. Points of view or opinions stated do not, therefore, necessarily represent official Office of Education position or policy.

U.S. DEPARTMENT OF
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PREFACE

Although the acknowledgments to individuals and groups that cooperated with this study could be numerous they shall, by necessity, be limited. First of all, gratitude must be expressed to the schools that participated in the study (administrators, counselors, teachers and, especially the students). Specific acknowledgments must include D. Reid Ross, executive vice president of the St. Louis Regional Industrial Development Corporation, who initiated this entire Career Education Information Campaign; Dr. J. Frank Armijo, Office of Institutional Research, Saint Louis University, who handled the first two hypotheses and helped organize the final product; Dr. Robert A. Daugherty, Psychology Department, Southern Illinois University at Edwardsville, who handled the counselor data and was in on planning the study; Dr. Russell Johnson (then at Central Midwestern Educational Laboratory) Learning Resources, Inc., St. Louis, for constant consultation and advisement. To all others who helped in any way sincere appreciation is expressed with the hope that from this study our mutual concern and interest in the future of our students will increase.

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1. INTRODUCTION

1.1. Purposes and Objectives of Research Activity. The general objective of the research activity conducted was to evaluate a model for a public information program designed to increase the awareness of high school students for career planning and more specifically to alter and improve their image of vocational/technical education and the world of work. It was hoped that a long-run result of this program would be increased application and enrollment in vocational/technical courses at the secondary and post-secondary levels.

The specific objective of the research activity was to assess the effectiveness of the St. Louis Regional Industrial Development Corporation's (RIDC) public information program. The target for this intensive program was the high school population within the St. Louis bi-state metropolitan area (St. Louis City, St. Charles, St. Louis, Jefferson, and Franklin Counties in Missouri; and Madison, Monroe, and St. Clair Counties in Illinois). Indirectly, this program was also aimed towards administrators, teachers, counselors, and parents.

The background for the public information program and the research activity is to be found in a 1967 survey conducted by RIDC which identified a large number of actual and anticipated employment opportunities in the St. Louis area available to individuals having the proper training. The study also indicated that there were unfilled student spaces in the vocational/technical programs on the secondary level and that many educators were not aware of the employment opportunities available. In addition, there was a lack of knowledge on the part of teachers and counselors of the skills required for entry-level occupations; and, the preference of the majority of students for college-preparatory courses.

In light of the 1967 study three basic conclusions were reached. The first was that secondary school students (along with teachers and counselors) in the St. Louis metropolitan area possessed general negative feelings and attitudes toward vocational/technical education and non-professional occupations. This factor would seem to account for the enrollment gap between academic and vocational/technical courses on the secondary level. The second conclusion was that these attitudes and feelings toward vocational/technical education and sub-professional occupations could be measured by a paper and pencil type inventory. And last of all, that some degree of exposure to a public information program concerning vocational/technical education would help alter the student's feelings and attitudes toward these courses.

1.2. RIDC's Background and Role in the Study. In an effort to combat this situation RIDC, in consultation with educators and representatives of business and industry from the St. Louis area, organized a public information program designed to alter this situation. The program was entitled the "St. Louis Career Education Program" and consisted of a classroom component, extensive use of the media, and a Career Fair held in April, 1972.

The first and most direct part of the campaign consisted of a classroom situation in which a member of the volunteer Speaker's Bureau showed the movie, "The Choice Is Yours," (made specifically for this target audience, in color, and in consultation with the educators and business and industry advisors) and then conducted a discussion period with the students, endeavoring to have them begin to explore the variety of occupational options that would be open to them with the proper training. To implement this informational aspect of the program, ten brochures representing given job families were published. The students at the sessions were given postage-free postcards which they could send to the Career Education Information Center in order to receive the brochures explaining the job family in which they were interested. During that 1971-1972 school year, approximately 100 members of the Speaker's Bureau (these volunteers came from business, industry, the public and private school systems, proprietary schools, and various governmental and counseling agencies) conducted these sessions in over 130 high schools for an estimated 40,000 students.

The second component provided indirect contact through use of the media, radio, television, and newspapers. A series of spot announcements were broadcast over local radio stations and three television stations. The purpose of these announcements was to inform the audience about the Career Education Information Center and the Career Fair. The film, "The Choice Is Yours," was shown over the St. Louis television stations during October, 1971. A second version of the movie, specifically aimed at parents, was broadcast over the local educational television station. The newspaper exposure consisted of feature articles covering vocational/technical education, the activities of the Career Fair, and the Career Education Information Center. Coupons were included in newspaper advertisements allowing interested individuals to clip and send them to the Career Information Center for the job brochures.

The last component, the Career Fair, was conducted at Kiel Auditorium, April 25-27, 1972. Approximately 125 local educational institutions and businesses had exhibits at the Fair.

An estimated 25,000 students from 189 of the approximately 200 public and private high schools were bussed to the Career Fair. The expressed purpose of this Career Fair was to provide students (teachers and counselors) with maximum exposure to institutions (schools and businesses) that could provide information concerning career opportunities and the type of education and training required for these various occupations.

1.3. Statement of the Hypotheses. Using the conclusions derived from the initial study and having conducted the Career Education Information Campaign, the research activity was then implemented and a series of hypotheses were written. These hypotheses are:

H_1: Students participating in the direct contact component (speaker and film and classroom discussion) have a more positive attitude toward vocational/technical education and non-professional employment opportunities than those who did not (regardless of other components the students participated in).

H_2: Students who participated in the Career Fair component have a more positive attitude toward vocational/technical education and non-professional employment than those who did not (regardless of other components the students participated in).

H_3: Students who participated in the direct contact component are more likely to be stimulated to think about planning their careers as manifested by requests to the Career Information Center.

H_4: Students who were exposed to the media component (as determined by a self-report survey) have a more favorable attitude toward vocational/technical education and non-professional employment opportunities than those who were not (regardless of other components the students participated in).

H_5: High school counselors participating in the direct contact component (speaker and film and with the classroom discussion) have a more positive attitude toward vocational/technical education and non-professional employment opportunities than those who did not (regardless of other components participated in).

These hypotheses were then tested using data gathered and the methodology that follows.

2. METHODOLOGY

2.1. Development of Questionnaires. In order to collect the data required to test the hypotheses, the following data gathering instruments were developed:

The Student Information Form. This instrument was designed to secure information from members of the student samples to be surveyed. The purpose of this instrument was to gather data concerning student feelings on vocational/technical education and vocational/technical jobs. It consisted of a series of fifty-three (53) questions to be answered with paper and pencil (Appendix I). This instrument was used to gather pre- and post-data from the selected samples exposed to the direct contact component (speaker, film, and discussion). The data gathered was then coded for key-punching and programming and used to test Hypothesis 1. (Students participating in the direct contact component have a more positive attitude toward vocational/technical education and non-professional employment opportunities than those who did not.)

The testing of Hypothesis 2 (students participating in the Career Fair component have a more positive attitude toward vocational/technical education and non-professional employment opportunities than those who did not) was accomplished by using the identical Student Information Form as used to test H_1 (Appendix I).

The testing of Hypothesis 3 (students who participated in the direct contact component are more likely to be stimulated to think about planning their careers as manifested by requests made to the Career Information Center) was accomplished by analyzing the data gathered at the Center. This information was collected from the postcard, newspaper, and telephone inquiries and was made available upon completion of the Career Information Campaign (Appendix II).

A questionnaire was developed to be administered to selected students concerning their exposure to the media (radio, television, newspapers) and the information gathered was used to test Hypothesis 4. (Students who were exposed to the media have a more favorable attitude toward vocational/technical educational and non-professional employment opportunities than those who did not.) (Appendix III.)

The last hypothesis was tested by a questionnaire sent to a random sample of high school guidance counselors. (High school counselors participating in the direct contact component have a more positive attitude toward vocational/technical education and non-professional employment opportunities than those who did not.) This instrument was a revised version of the questionnaire used in surveying the students concerning the identical component. It was rewritten to apply to the counselor (Appendix IV).

Two additional questionnaires were developed in order to gather data for a follow-up study. The first was designed to gather information from schools that enroll students in vocational/technical courses (community colleges, vocational/technical high schools, and proprietary schools). (Appendix V.) The second was designed to gather data from students enrolled in these courses and was particularly aimed at determining influences upon their choice of courses and reasons for enrolling (Appendix VI).

2.2. Samples. Fifteen junior and senior high schools representing urban, suburban, ex-urban, and rural areas were chosen to be sampled. This selection allowed the following comparisons to be made:

> H_1: Students participating in the direct contact component (speaker, film, and classroom discussion) have a more positive attitude toward vocational/technical education and non-professional employment opportunities than those who did not.
>
> > Comparison to test H_1: Direct Contact, post-survey, four (4) schools compared with three (3) schools that did not have this component. Suburban and rural comparisons also permitted.
> >
> > Comment: The Direct Contact group received a pre-survey, which is a source of contamination.
>
> H_2: Students who participated in the Career Fair component have a more positive attitude toward vocational/technical education and non-professional employment opportunities than those who did not.
>
> > Comparisons to test H_2: Four (4) schools who attended are compared with three (3) who did not. Urban, suburban, and rural comparisons permitted.
> >
> > Comment: Differences could be caused by Career Fair; there is no contamination with pre-survey. Both groups took only post-survey.

Comparisons within groups:

For H_1 (Direct Contact): Suburban, urban, and rural schools given both pre- and post-surveys were compared.

For H_2 (Career Fair): Four (4) schools given the pre- and post-surveys were compared.

3. ANALYSIS OF DIRECT CONTACT DATA

3.1. Introduction to Direct Contact Analysis. The first data to be analyzed concerns the testing of Hypothesis 1: Students participating in the direct contact component (speaker, film, and classroom discussion) have a more positive attitude toward vocational/technical education and non-professional employment opportunities than those who did not (regardless of other components the students participated in).

This component provided direct contact with students in public and private schools. During a regular class period of approximately fifty-five minutes, the students were shown a 13 minute color film, "The Choice Is Yours," participated in a short discussion led by one or more members of the Speaker's Bureau, and received postage free postcards to send to the Career Information Center if they wished to receive further information (the ten brochures relating to the job families).

The group (those experiencing the direct contact component of the program) and the control group (those having no contact whatsoever) consisted of five schools representing suburban and rural areas.

For the purpose of gathering the data, a questionnaire was designed to secure the information from the students in the two groups. This instrument was administered to the groups prior to being exposed to the direct contact component and after having this experience. The control group merely answered the questionnaire. This questionnaire consisted of a series of fifty-three (53) questions to be answered with paper and pencil.

In order to analyze the data collected, a procedure was initiated whereby a group of individuals closely connected with this component were asked to select what they believed to be the more significant questions on the instrument. From a compilation of this selection process, ten variables were then selected as being the most important and as most likely to have the most useful information after analysis. These ten variables were then separated into two groups of five apiece. The first group consists of five variables which, for the sake of clarity, shall be called background variables. This means that they provide information concerning the individual student's background and information he possessed at the time of the survey. The second group shall be termed treatment variables, signifying data that might have been affected by contact with the direct contact component. This selection, therefore, is one of convenience with the remaining data being represented in its totality in the appropriate Appendix for those seeking further information.

The analyses were based on the empirical data and comparisons made by percentages.

3.2. Suburban Group Analysis. (For total data consult Appendixes VII and VIII.)

Question 21: Can students from your school take courses that teach skills with which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

Analysis: Approximately 55% of the suburban direct contact felt that courses that teach skills with which to earn a living were available to them, as compared to 70% of the control group.

Forty-two percent of the direct contact group did not know or felt negatively about the availability of such education as compared to 30% of the control group.

Question 50: Can your parents pay for your education after high school, whether it is college, vocational/technical school, or junior college?

Analysis: About 47% of the direct contact group felt that their parents could pay for higher education as compared with 44% of the control group.

Twenty-five percent of the direct contact group felt that their parents could pay for at least part of their education beyond high school as compared to 23% of the control group.

About 9% of both the direct contact and control groups felt that their parents could not aid them financially for education beyond high school.

In the direct contact group, 15% did not know whether their parents could afford any financial help for higher education as compared to 22% in the control group.

Question 51: What was the highest level of formal education reached by your father?

Analysis: The percentage of students whose fathers graduated from a four-year college in the direct contact group was substantially more than that of the control group, 30% versus 13%.

Fourteen percent of the fathers of the direct contact group had attended a college, junior college, or vocational/technical school but had not graduated from a four-year college. Eighteen percent of the control group fell into the same category.

Forty-three percent of the direct contact group said their fathers had some high school (attended high school or graduated but did not attend college). The corresponding figure for the control group is 55%.

Six and two-tenths percent of the fathers of the experimental group had completed only grammar school as compared to 12% of the control group.

It is evident that fathers of the individuals in the direct contact group generally had attained a higher level of education than the fathers of those in the control group.

Question 52: What was the highest level of formal education reached by your mother?

Analysis: As would be expected, the educational level of the mothers of the direct contact group is substantially higher than the educational level of the mothers of the control group. Witness that 23% of the mothers of the direct contact group had graduated from college as compared to only 7% of mothers of the control group.

While 40% of the mothers in the direct contact group had at least some higher education (education beyond high school), only 24% of the control group mothers reached this level.

Question 53: In what area is or was your father's occupation?

Analysis: The occupational areas were as follows: professional (doctor, teacher, lawyer, etc.), management (in business or government), vocational/technical (welder, stenographer, electrician, lab technician), sales (insurance, in a store, etc.), or unskilled (janitor, night watchman, etc.)

There seems to be a definite relationship between the educational levels and the occupational levels of the two groups.

Table 1 on the following page depicts the occupational levels of the fathers of both groups.

TABLE 1. Fathers' Occupational Level – suburban group, direct contact

Occupational Level	Group	
	Direct Contact	Control
Professional	26.5%	9.6%
Management	26.5	30.3
Vocational/Technical	20.6	38.3
Sales	9.7	12.1
Unskilled	8.4	6.1

A summary of the suburban direct contact background questions indicates that the availability of vocational/technical courses was somewhat different (courses that teach skills aimed toward earning a living) with the control group perceiving a higher availability.

The students' perceptions of their parents' ability to pay for education beyond high school is approximately the same (72% for the direct contact versus 68% for the control group).

The educational level of the parents of the direct contact group was significantly higher than that of the control group. Also, as would be expected, the occupational level of the fathers of the control group was decidedly lower than that of the fathers of the direct contact group.

The following is an analysis of the treatment variables for the suburban group:

Question 1: How much have you read or thought about careers?

Analysis: The responses to this item indicate that members of the direct contact group have considered career options more than those of the control group (38% versus 28% marked categories "very much" or "much").

The data in Table 2 on the following page is in response to:

Question 3: Which career field have you considered entering most?

TABLE 2. Choice of Career Field -- suburban group, direct contact

Career Field Choice	Group Direct Contact	 Control
Professional	42.1%	35.4%
Management	12.5	9.1
Skilled	27.4	35.4
Sales	5.3	6.6
Unskilled	1.6	4.0
Housewife	6.5	9.1

From the above data, it is obvious that the career aspirations of the direct contact group differ from those of the control group. This result is consistent with the analysis of the fathers' occupational and educational levels as presented in the background variables (see pages 7 and 8). It should also be noted that 28% of the direct contact group was primarily interested in vocational/technical occupations as compared to 36% of the control group. This is similar to the results of the analysis of the background variables reported earlier (pages 7 and 8).

Question 5: How definite is your career choice?

Analysis: The students in the direct contact group were more decisive (53% "Final" or "Fairly Certain") than those in the control group (38% "Final" or "Fairly Certain). Three and four-tenths percent of the direct contact had made no choice at all as compared with 8% of the control group. Again, the differences may be attributed to several variables, some of which are the educational and occupational levels of parents and the exposure to the direct contact components.

Question 8: What do you plan to do when you leave high school?

Analysis: A high percentage of both groups intends to attend college (43% for the experimental and 31% for the control group). About the same percentage indicated a strong interest in a vocational/technical school (approximately 10% per group). In both groups, about 12% had made no plans concerning future education.

Question 47: Would you like to know more about vocational/technical school and skilled jobs?

Analysis: Despite the background differences of the two groups (i.e., the occupational and educational levels of fathers and students' educational aspirations), the desire to know more about vocational/technical education and skilled jobs is very similar. (65% of the direct contact group and 68% of the control group indicated they wanted to know "much more" or "a little more" concerning vocational/technical schools and skilled jobs.) A possible interpretation of this unexpected result is that the direct contact experience may have had some effect on the group's interest concerning vocational/technical information.

In summary, with regard to the direct contact treatment variables, the group participating in the direct contact component seems to be more conscious of career options, more professionally oriented, and more certain about their career plans. The two groups are similar in their intentions to attend college or a vocational/technical school. Surprisingly, they both showed a strong interest in knowing more about a vocational/technical education and skilled jobs.

3.3. Rural Group Analysis (Appendixes IX and X).

Question 21: Can students from your school take courses that teach skills with which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

Analysis: Approximately 62% of the rural direct contact group and 76% of the rural control group indicated that courses that teach skills with which to earn a living were available to them.

Only 23% of the control group did not know or responded negatively concerning the availability of such education as compared to 37% of the direct contact group.

Question 50: Can your parents pay for your education after high school, whether it is college, vocational/technical school, or junior college?

Analysis: Forty percent of the control group felt that their parents could pay the full price for higher education as compared to 39% of the direct contact group.

Thirty-one percent of both the direct contact group and the control group indicated that their parents could pay for part, but not all of their education beyond high school. Eleven percent of the direct contact group said their parents could not afford to pay for any of their education after high school and 77% indicated that they did not know whether their parents could afford to provide financial help. The comparable figures for the control group are 5% and 24%, respectively.

Question 51: What was the highest level of formal education reached by your father?

Analysis: The educational background of the fathers of the direct contact and control groups are somewhat similar with slightly more of the fathers of the direct contact group having some education beyond high school. Table 3 gives the appropriate percentages.

TABLE 3. Fathers' Educational Level -- suburban group, direct contact

Educational Level	Group	
	Direct Contact	Control
College graduate	9.2%	5.4%
Some college, junior college or vocational/technical school	12.6	9.6
High school graduate	34.6	28.7
Some high school	24.6	28.1
Grammar school	15.4	26.3

Question 52: What was the highest level of formal education reached by your mother?

Analysis: The educational level of the mothers of the direct contact group is slightly higher than that of the control group with 62% having received at least a high school education. Forty-two percent of the control group mothers received at least a high school education. However, it should be noted that the percentage of those who actually graduated from a four year college is very near being equal, 5.5% for the direct contact group and 4.5% for the control group. Also of importance, is the fact that 9.8% of the direct contact group mothers had attended only grammar school as compared to 21.6% of the control group mothers.

Question 53: In what area is or was your father's occupation?

Analysis: The direct contact group and the control group are very similar when considering the occupational levels of the fathers. The following table gives the exact percentage at each level.

TABLE 4. Fathers' Occupational Level -- suburban group, direct contact

Occupational Level	Group	
	Direct Contact	Control
Professional	9.8%	9.0%
Management	25.4	20.4
Vocational/Technical	35.2	47.3
Sales	6.1	4.2
Unskilled	16.8	17.4
Other	6.7	1.8

The direct contact and control groups are very similar when the variables "awareness and availability of courses to earn a living," "parents' ability to pay for education beyond high school," "fathers' educational level," and "fathers' occupational area" are considered. The educational level of the mothers of the direct contact group is slightly higher than that of the control group.

The following is an analysis of the treatment variables for the rural group:

Question 1: How much have you read or thought about careers?

Analysis: The direct contact group has considered options much more than the control group (41.7% versus 29.5% marked categories "very much" or "much").

Question 3: Which career field have you considered entering most?

Analysis: The career choices of the direct contact group and the control group are nearly identical, especially when considering the categories: professional, manager, and skilled. Percentages are given in the following table:

TABLE 5. Students' Choice of Career Field -- rural group, direct contact

Choice of Career Field	Group	
	Direct Contact	Control
Professional	34.6%	32.9%
Manager	12.0	6.0
Skilled	40.2	39.5

The relationship between the background variable -- career choice -- reported for the suburban component of this report appears to be paralleled by the above data. Specifically, there is a strong relationship between the background variables that were analyzed and career aspirations.

Question 5: How definite is your career choice?

Analysis: There was little difference in the decisiveness of career choice when comparing the direct contact and the control groups. About 11% of the direct contact group reported their decision as final as compared to 10% for the control group. Forty-four percent of the direct contact group said they were fairly certain about their career choice; 43% of the control group responded the same way. Four percent of the direct contact group indicated they had made no choice; the comparable figure for the control was 5%.

Question 8: What do you plan to do when you leave high school?

Analysis: The data in Table 6 indicates that there is no difference in the plans of the direct contact and control groups when they leave high school.

TABLE 6. Students' Career Plans -- rural group, direct contact

Career Plans	Group	
	Direct Contact	Control
Go to a four year college	22.3%	22.2%
Go to a junior college	20.1	19.2
Go to a vocational/technical school	7.5	8.4
Get a job	31.3	26.9
Join armed forces	8.4	9.6
I have no plans	9.2	13.2

Question 47: Would you like to know more about vocational/technical schools?

Analysis: The desire to know more about vocational/technical education and skilled jobs is different for the direct contact and control groups. Eighty-three percent of the control group indicated they would like to know more about vocational/technical education while only 72% of the direct contact group said they would like to know more about vocational/technical education.

The direct contact and control groups were found to be very similar regarding their consideration of career fields, decisiveness of career choice, and plans after leaving high school. There was a moderate difference in their contemplation of careers, with the direct contact group being more concerned. Both groups expressed a strong desire to know more about vocational/technical schools; specifically, 83% of the control group and 72% of the direct contact group.

3.4. Within Group Analysis (Appendixes VII a and b). The following is an analysis of the pre- and post-surveys of two groups.

Suburban. There was very little difference between the responses on the pre- and post-surveys to the item, "How much have you read or thought about careers?" Over 75% of the participants in both surveys indicated that they had at least read or thought "some" about their career plans.

The field which was considered most as a career choice was "Professional" on both the pre- and post-surveys. The category

"Skilled" decreased from 27.4% on the pre-measure to 25% on the post-measure.

There was a slight change in the certainty of career choice as measured by the pre- and post-surveys. Over 53% indicated that their career choice was at least "fairly certain" on the pre-survey while only 46% responded the same way on the post-survey. Thirty percent were "unsure" on the pre-survey as compared to 33% on the post-survey.

The percentage of students who intend to enroll in four year colleges increased from pre-survey to post-survey. Forty-three percent of the students said they would attend a four year college on the pre-survey; the post-survey percentage was 50. There were very minor changes in the other categories; e.g., go to a junior college, go to a vocational/technical school, get a job, join the armed forces, and no plans.

The percentage of students who wanted to know more about vocational/technical schools increased between measurements. Sixty-four percent said that they would like to know more about vocational/technical education on the pre-survey; over 75% responded in the same way on the post-survey.

X-Urban (Appendixes XI a and b). There was no change between measurements based on the response to: "How much have you thought or read about careers?" Nearly 80% answered that they had at least thought or read something about careers on both surveys.

The field considered most on the post-survey was "Skilled" (48%). On the pre-survey the percentage of participants that marked "Professional" and "Skilled" was equal (38%). Only 30% marked "Professional" on the post-survey.

There was a small difference in the percentage of participants who were at least fairly certain about their career choice as measured by the pre- and post-survey. Fifty-seven percent were at least fairly certain on the pre-survey; the comparable figure on the post-survey was 66%. Five percent indicated they had made no choice on the pre-survey compared to 2% on the post-survey.

Plans after leaving high school remained constant across the two measurements. About 28% (which was the highest percentage) indicated that they would go to a four year college.

The desire to know more about vocational/technical schools increased slightly between the two measurements. The exact percentages for each category are given in Table 7.

TABLE 7. Desire for Vocational/Technical School Information -- x-urban group, direct contact

Desire for Information	Survey	
	Pre	Post
Yes, much more	36.3%	38.6%
Yes, a little more	47.3	47.4
No	15.3	11.6
Other	1.1	2.4

4. ANALYSIS OF CAREER FAIR DATA

4.1. Introduction to Career Fair Analysis. The data to be analyzed in this part of the report concerns the testing of Hypothesis 2: Students who participated in the Career Fair component have a more positive attitude toward vocational/technical education and non-professional employment than those who did not (regardless of other components the students participated in).

This component was conducted at Kiel Auditorium, April 25-27, 1972. Approximately 125 local educational institutions and businesses had exhibits at the Fair. An estimated 25,000 students from 189 public and private high schools attended the Career Fair. The expressed purpose of this part of the program was to provide students (teachers and counselors) with maximum exposure to institutions (schools and businesses) which could provide information concerning career opportunities and the type of education and training required for these various occupations.

The data to be analyzed is the result of administering the same questionnaire as was used to test Hypothesis 1 (see Appendix I) to a group of students who attended the Career Fair and a group that had no contact whatsoever, in order to see if there was any difference between the groups. The questions to be analyzed are the same ones as used to test Hypothesis 1. As was the first hypothesis this method was chosen for matters of convenience in interpreting significant data.

4.2. Rural Group Analysis (Appendixes XII and XIII). The following data is an analysis of the background variables for the rural group.

Question 21: Can students from your school take courses that teach skills with which they can earn a living?

Analysis: A high percentage from both the Career Fair group and the control group said that courses that teach skills to earn a living were available to them (92% for the Career Fair group; 76% for the control group). Only 1% of the Career Fair group and 3% of the control indicated such courses were not available to them.

Question 50: Can your parents pay for your education after high school, whether it is college, vocational/technical school or junior college?

Analysis: Students' perceptions of parents' ability to pay for education beyond high school is almost the same for both groups. Approximately 40% of both groups felt that their parents could afford to pay the full price of their higher education. Thirty percent of both groups felt their parents could pay for part but not all of the price for their higher education, while 9% of the Career Fair group and 5% of the control felt their parents could pay for none of their education beyond high school. The remainder of each group did not know what their parents could afford for further education.

Question 51: What was the highest level of formal education reached by your father?

Analysis: The educational level reached by fathers of members of the Career Fair group and the control group are similar, with the exception that 10% of the Career Fair fathers had graduated from a four year college as compared to 5% of the control group fathers. It should also be noted that 11% of the Career Fair group marked the category "Other" (which had no specific description) as compared to only 2% of the control group.

Question 52: What was the highest level of formal education reached by your mother?

Analysis: Except for the fact that 12% of the Career Fair group marked "Other," as compared to 1.2% of the control group, the educational level of the mothers of the two groups is similar. A slightly higher percentage (19.2% versus 12.6%) of the Career Fair group mothers had received some education beyond high school.

Question 53: In what area is or was your father's occupation?

Analysis: The data collected concerning the occupation of the fathers of each group is given in Table 8 in the form of percentages.

TABLE 8. Fathers' Occupational Level -- rural group, Career Fair

Occupational Level	Group	
	Career Fair	Control
Professional	8.7%	9.0%
Management	22.4	20.4
Vocational/Technical	29.3	47.3
Sales	7.1	4.2
Unskilled	10.4	17.4
Others	12.0	1.8

The two groups are very similar when considering the categories "Professional" and "Management." Forty-seven percent of the control group fathers were listed as having an occupation in the "Vocational/Technical" category. The corresponding figure for the Career Fair group is 39.3%. Again, 12% of the Career Fair group's responses are in the "Other" category.

A high percentage of both groups felt that courses that teach skills to earn a living were available to them (92% and 76%). Students' perceptions of parents' ability to pay for education beyond high school were very similar. The educational levels of the parents of the Career Fair group and the control group are, with one exception, very nearly the same. The exception is that 10% of the Career Fair fathers had graduated from a four year college as compared to 5% of the control group fathers. The occupational levels of the fathers of the two are similar especially in the categories "Professional" and "Management." Twelve percent of the Career Fair group marked the category "Other" for fathers' educational level, mothers' educational level, and fathers' occupational area.

The following is an analysis of the treatment variables of the Career Fair rural group.

Question 1: How much have you read or thought about careers?

Analysis: Thirty-eight percent of the Career Fair group as compared to 29% of the control group had read or thought "much" or "very much" about careers. Only 17% of the Career Fair group said that they had not read or thought about a career while 11% of the control group indicated they had not read or thought about a career.

Question 3: Which career field have you considered entering most?

Analysis: The career aspirations of the two groups are given in percentages in Table 9 on the following page.

It should be noted that the highest percentage for each group appears in the category "Skilled" (36.1 and 39.5 for the Career Fair and control group, respectively).

TABLE 9. Students' Choice of Career Field -- rural group, Career Fair

Choice of Career Field	Group	
	Career Fair	Control
Professional	33.9%	32.9%
Management	11.5	6.0
Skilled	36.1	39.5
Sales	8.2	9.6
Unskilled	.5	1.2
Housewife	8.7	10.2
Other	1.1	.6

Question 5: How definite is your career choice?

Analysis: The status of career choice is for all practical purposes the same for both groups. Table 10 gives the appropriate percentages for each group for the five categories listed in the questionnaire.

TABLE 10. Certainty of Career Plans -- rural group, Career Fair

Certainty of Career Plans	Group	
	Career Fair	Control
Final	10.4%	9.6%
Fairly certain	45.4	43.1
Unsure	34.4	35.9
Only a guess	7.7	6.6
I have made no choice	2.2	4.8

Question 8: What do you plan to do when you leave high school?

Analysis: Twenty-five percent of the Career Fair group and 22% of the control group plan to attend a four year college. Nine and eight percent of the Career Fair and control groups intend to enroll in a vocational/technical school. About 9% of the Career Fair group and 13% of the control said they had no definite plans.

Question 47: Would you like to know more about vocational/technical schools and skilled jobs?

Analysis: Over 78% of the Career Fair group and 83% of the control group would like to know more about vocational/technical schools.

The Career Fair and the control groups are very similar when considering the five treatment variables. It should be noted that both groups show a strong interest in careers that require vocational/technical training.

4.3. Urban Group Analysis (Appendixes XIV and XV). The following is an analysis of the background variables for the Career Fair urban group.

Question 21: Can students from your school take courses that teach skills with which they can earn a living?

Analysis: Less than 50% of both the Career Fair group and the control felt that courses that teach skills to earn a living were available to them (43.8% for the Career Fair group and 43.5% for the control group). Slightly more of the Career Fair group than the control group did not know whether such courses were available to them (46.9% versus 39.17%).

Question 50: Can your parents pay for your education after high school, whether it is college, vocational/technical school or junior college?

Analysis: The students' perceptions of the ability of parents to pay for education beyond high school is very different between the Career Fair group and the control group. Over 40% of the Career Fair group felt that their parents could afford the full cost of education beyond high school; only 22% of the control group felt the same way. Twenty-two percent of the Career Fair group felt that their parents could afford part, but not all of the cost for education after high school while 13% of the control felt the same way. Over 50% of the control group did not know whether their parents could provide any financial help for further education; the comparable figure for the Career Fair group was 28%.

Question 51: What was the highest level of education reached by your father?

Analysis: Generally, the educational level of fathers of participants in the Career Fair group is much higher than that of fathers of participants in the control group. Forty-four percent of the Career Fair fathers had at least a high school education; only 26% of the control group fathers had at least a high school education. The percentage of fathers who had graduated from a four year college was low in each group (3.1% in the Career Fair group and 4.3% in the control group).

Question 52: What was the highest level of education reached by your mother?

Analysis: The educational level of mothers of participants in the Career Fair group is higher than that of the control group mothers, but not as wide a margin as that of Career Fair group fathers over control group fathers. It should be noted that 9.4% of the Career Fair group mothers graduated from a four year college; no control group mother had a college degree.

Question 53: In what area is or was your father's occupation?

Analysis: The occupational level of fathers of the two groups is given in Table 11.

TABLE 11. Fathers' Occupational Level -- urban group, Career Fair

Occupational Level	Group	
	Career Fair	Control
Professional	3.1%	0 %
Management	21.9	8.7
Vocational/Technical	31.3	47.8
Sales	6.3	4.3
Unskilled	18.8	30.4
Other	0	4.3
No response	18.8	4.3

The breakdown by occupational level is in agreement with the educational level of the parents of participants in the respective groups. Only 3.1% of fathers of Career Fair participants were classified as "Professional" and none of the fathers of the control group participants.

The Career Fair and control groups are alike in their perceptions of the availability of courses that teach skills to earn a living. They are different in their perceptions of parents' ability to pay for education beyond high school, parents' educational background, and fathers' occupational level.

The following is an analysis of the treatment variables of the Career Fair urban group.

Question 1: How much have you read or thought about careers?

Analysis: Members of the Career Fair group had read or thought about careers much more than members of the control group. Over 50% of the Career Fair group indicated that they had read or thought "very much" or "much" about careers; the comparable percentage for the control group was 30%. Only 6.3% of the Career Fair group said that they had not thought or read about careers while 17.4% of the control group said the same thing.

Question 3: Which career field have you considered entering most?

Analysis: Table 12 gives the percentages for each group for the top three categories.

TABLE 12. Students' Choice of Career Field -- urban group, Career Fair

Choice of Career Field	Group	
	Career Fair	Control
Professional	46.9%	39.1%
Management	12.5	8.7
Skilled	28.1	43.5

The career choices of both groups tend toward the "Professional" and "Management" categories; however, it should be noted that 28.1% and 43.5% of the Career Fair and control group, respectively, marked the category "Skilled."

Question 5: How definite is your career choice?

Analysis: The Career Fair group was more certain about career choice than the control group; over 62% were at least fairly certain about their career as compared to 43% of the control group.

Question 8: What do you plan to do when you leave high school?

Analysis: Thirty-eight percent of the Career Fair group plan to attend a four year college as compared to 30% of the control group. A very low percentage from each group planned to attend a vocational/technical school: 3.1% of the Career Fair group and 4.3% of the control group.

A high percentage of both the Career Fair and the control group indicated that they would like to know more about vocational/technical schools as indicated in Table 13.

Question 47: Would you like to know more about vocational/technical schools and skilled jobs?

TABLE 13. Desire for Vocational/Technical School Information -- urban group, Career Fair

Desire for Information	Group	
	Career Fair	Control
Yes, much more	53.1%	56.5%
Yes, a little more	37.5	34.8
No	9.4	3.7

Members of the Career Fair group had thought or read much more about careers than the control group. Twenty-eight percent of the Career Fair group and 44% of the control group indicated they are seriously considering entering vocational/technical courses; however, a seeming contradiction appeared when a very small percentage of the two samples said their education beyond high school would be in the vocational/technical area. Similar to the suburban and rural analysis, the Career Fair group was more certain than the control group in their career choices. A high percentage of both the Career Fair and control group were interested in learning more about vocational/technical education.

4.4. Suburban Group Analysis (Appendixes XVI and XVII). The following is an analysis of the background variables for the Career Fair suburban group.

Question 21: Can students from your school take courses that teach skills with which they can earn a living?

Analysis: About 60% of the suburban Career Fair group and 70% of the suburban control group indicated that courses that teach skills with which to earn a living were available to them.

Eleven percent of the Career Fair group and 6% of the control said that courses that teach skills to earn a living were not available to them.

Question 50: Can your parents pay for your education after high school, whether it is college, vocational/technical school or junior college?

Analysis: Based on the responses of the Career Fair and control groups, the ability of parents to pay for education after high school is slightly different. Seventy-eight percent of the Career Fair group indicated that their parents could afford to pay for at least part of their education after high school compared to 67% of the control group. Four percent and 9% of the Career Fair and control groups, respectively, responded that their parents could provide no financial support for education beyond high school.

Question 51: What was the highest level of formal education reached by your father?

Analysis: The educational level for fathers of participants in the Career Fair group is higher than the educational level for fathers of participants in the control group. Of particular importance is the fact that over 20% of the Career Fair group fathers are college graduates compared to 12.5% for the control group. A complete breakdown of the percentages in each category is given in Table 14.

TABLE 14. Fathers' Educational Level -- suburban group, Career Fair

Educational Level	Group	
	Career Fair	Control
College graduate	20.8%	12.5%
Some college, junior college, or vocational/technical school	16.7	17.0
High school graduate	33.3	33.0
Some high school	20.8	23.0
Grammar school	5.6	11.5

It should also be noted that the highest level of education was grammar school for only 5.6% of the Career Fair group as compared with over 11% for the control group.

Question 52: What was the highest level of formal education reached by your mother?

Analysis: Parallel to the results for the suburban direct contact analysis, the educational level of the mothers of the Career Fair group is substantially higher than the educational level of the mothers of the control group. Eighteen percent of the mothers of the Career Fair group graduated from college compared to only 7% of the control group mothers. At least 30% of the Career Fair mothers had some education beyond high school compared to 24% for the control group.

Question 53: In what area is or was your father's occupation?

Analysis: The occupational level of the fathers of the two groups is given in Table 15. It should be noted that the percentages reported are in close agreement with the percentages reported for fathers' educational level.

TABLE 15. Fathers' Occupational Level -- suburban group, Career Fair

Occupational Level	Group	
	Career Fair	Control
Professional	15.3%	9.5%
Management	25.0	30.0
Vocational/Technical	25.0	39.0
Sales	12.5	12.0
Unskilled	5.6	6.0
Other	16.7	3.5

The Career Fair and control groups were slightly different when considering the variables: awareness of availability to get training to earn a living and ability of parents to pay for education beyond high school. There is a substantial difference between the educational level of the parents of the Career Fair group and the control group, with educational level of the Career Fair group being much higher. The occupational level of the fathers of the two groups parallels the educational difference, with a higher percentage of the Career Fair fathers being in the categories "Professional," or "Management."

The following is an analysis of the treatment variables for the Career Fair suburban group.

Question 1: How much have you read or thought about careers?

Analysis: The Career Fair group has thought about career options more than the control group (40.3% versus 28.5% marked categories "very much" or "much"). Over 6% of the control indicated that they had given no consideration to career options while the comparable figure for the Career Fair group was slightly over 1%.

Question 3: Which career field have you considered entering most?

Analysis: The career aspirations of the two groups are somewhat different especially when considering the category "Professional" (doctor, teacher, lawyer, etc.). Over 50% of the Career Fair group indicated they were considering a career in the "Professional" category as compared to 35.5% of the control group.

Twenty-nine percent of the Career Fair group and 35% of the control group indicated that they were seriously considering careers that involved vocational/technical training.

Question 5: How definite is your career choice?

Analysis: Approximately 48% of both the Career Fair and control groups indicated that their career choice was at least "fairly certain." "I have made no choice" was the response of 8.5% of the control group and 4.2% of the Career Fair group.

Question 8: What do you plan to do when you leave high school?

Analysis: There seems to be very little difference in the plans of the Career Fair group and the control group when they leave high school. The appropriate percentages are reported in Table 16 below.

TABLE 16. Students' Career Plans -- suburban group, Career Fair

Career Plans	Group	
	Career Fair	Control
Go to a four year college	31.9%	31.0%
Go to a junior college	25.0	14.0
Go to a vocational/technical school	5.6	10.5
Get a job	18.1	24.0
Join armed forces	6.9	6.5
I have no plans	12.5	14.0

Question 47: Would you like to know more about vocational/technical schools and skilled jobs?

Analysis: Despite the fact that the Career Fair group indicated they had thought more about career options and were planning careers in the "Professional" category, 80% wanted to know more about vocational/technical schools. Sixty-eight percent of the control group, although they had no formal exposure to vocational/technical schools other than the "questionnaire," said they would like to know more about vocational/technical schools. Twenty percent of the Career Fair group showed no further interest in vocational/technical schools compared to 28% of the control group.

The Career Fair group was more aware of career opportunities, more professionally inclined, and more certain about their career plans. There was little difference in the plans of the two groups once they had completed high school. Both groups showed a strong interest in learning more about vocational/technical schools. This is especially surprising for the Career Fair group because a high percentage of this group was at least fairly certain about a career choice and were inclined to careers in the "Professional" and "Management" categories.

4.5. Within Group Analysis (Appendixes XVIII a and b, also XIX a and b).

Rural. There was a small difference between the responses on the pre- and post-surveys to the item: "How much have you read or thought about careers?" About 47% responded that they had at least thought "much" about career plans.

Over 50% said they were very seriously considering entering a career field that required vocational/technical training. Forty-two percent on both the pre- and post-surveys indicated their career plans were in the "Professional" category.

Twenty-three percent of the participants said they were "unsure" about their career plans on the pre-survey as compared to 47% on the post-survey. Eight percent said their career plans were "final" on both the pre- and post-surveys.

Based on responses to the pre- and post-surveys, there were some changes on plans after high school. The appropriate percentages are given in Table 17 below.

TABLE 17. Students' Career Plans -- rural within group, Career Fair

Career Plans	Group	
	Pre-Test	Post-Test
Go to a four year college	34.2%	42.9%
Go to a junior college	31.6	28.6
Go to a vocational/technical school	15.8	7.1
Get a job	5.3	7.1
Join armed forces	2.6	0
I have no plans	10.5	14.3

There was a decrease in the desire to know about vocational/technical schools across the two measures. Five percent said "no," they did not want more information on the pre-survey; 14% responded negatively on the post-survey.

Urban (Appendixes XIX a and b). Interest in careers remained constant between the pre- and post-measures. About 67% had at least read or thought some about careers. Six percent said that they had thought "none" about careers on the pre-survey; 5% is the figure for the post-survey.

There was a slight increase in the percentage of participants who marked "Professional" as their preferred career area. All other percentages decreased slightly. Forty-seven percent marked "Skilled" on the pre-survey as compared to 46% on the post-survey.

Ten percent of the participants changed from "fairly certain" to "final" when responding to, "How definite is your career choice?" on the pre- and post-measurements, respectively. Approximately 35% marked "unsure" on both the pre- and post-surveys.

Plans when leaving high school remained very nearly the same, with the exception that 8% fewer participants marked "I have no plans" on the post-survey. Approximately 8% said that they intended to continue their education at a vocational/technical school.

The desire to know more about vocational/technical schools decreased from pre- to post-surveys. Over 77% said they would like to know more on the pre-survey as compared to 65.3% on the post-survey. Twenty percent responded "no" to the question: "Would you like to know more about vocational/technical schools?" on the pre-survey; 30% responded the same way on the post-survey.

Suburban (Appendixes XX a and b). Interest in careers increased some between the pre- and post-measurements. On the pre-survey, 9.2% indicated they had read or thought "very much" about careers; the post-survey percentage was 16. The other categories differed by a few percentage points with 2.4% marking "none" on the pre-survey as compared to 2.8% on the post-survey.

The career that the participants considered entering most remained constant across the two measurements. About 39% marked the category "Professional" on both surveys, with 37% indicating they were interested in a career field or category that could be classified as "Skilled."

There was a moderate increase in the certainty of career choice from pre- to post-survey. Fifty-three percent said they were at least "fairly certain" on the pre-survey, while over 63% responded the same way on the post-survey.

Plans after leaving high school for all practical purposes remained the same. There was a very slight increase in the percentage that intended to attend a four year college. Exactly 9% indicated that they would attend a vocational/technical school on the pre- and post-surveys.

The desire to know more about vocational/technical schools decreased slightly from the pre- to post-surveys. The percentage of participants that indicated "Yes, a little more" went from 80% on the pre-survey to 77% on the post-survey.

X-Urban (Appendixes XXI a and b). Interest in careers increased substantially from pre- to post-survey measurements. Fifty-four percent of the participants said they had thought "much" about careers on the pre-survey. This percentage on the same item from the post-survey was 76%.

There was a small change in the career field most considered from pre-survey to post-survey. On the pre-survey, 46% marked the category "Professional"; the comparable figure on the post-test was 40%. Forty-two percent of the participants marked the category "Skilled" on the pre-survey; 47% marked the same category on the post-survey.

The participants seemed to become more certain about their career plans between the pre- and post-surveys. Fifty-four percent were at least "fairly certain" about their career choice on the pre-survey; the comparable figure for the post-survey was 64%. Forty-two percent were "unsure" on the pre-survey as compared to 31% on the post-survey. Participants' plans after leaving high school changed regarding vocational/technical schools. Fourteen percent indicated on the pre-survey they would attend vocational/technical school; the comparable figure on the post-survey was 20%. The percentage of participants who planned to attend a four year college decreased slightly over the two measurements (28% and 25%, on the pre- and post-surveys, respectively).

The desire to know more about vocational/technical schools remained the same across the two measures (about 90%).

5. ANALYSIS OF CAREER INFORMATION CENTER DATA

The third hypothesis is: Students who participated in the Direct Contact component (classroom speaker, film, and discussion) are more likely to be stimulated to think about planning their careers as manifested by requests made to the Career Information Center.

The Career Information Center was operated by the Central Midwestern Regional Educational Laboratory in conjunction with the Regional Industrial Development Corporation. The data presented is the accumulated data from the requests made to the Center during the school year 1971-1972. As related in the Direct Contact component of the program the requests took several forms, as indicated in the following table.

TABLE 18. Career Information Center Inquiries

Type of Inquiries	Total Inquiries	Phone Calls
Postage free postcards (direct contact)	5246	
Newspaper Ads (coupons)	234	
Phone Calls (total)	526	
School		60
Radio		159
Television		116
Newspaper		149
Other		42
TOTALS	6006	526

In relation to the Direct Contact component (classroom speaker, film, and discussion) the number of requests resulting from postcards is the most significant figure. These postcards were distributed in the classrooms upon completion of the discussion. They were postage-free and listed the information available to the students upon request (Appendix II). This information consisted of the ten brochures representing individual job clusters. The Direct Contact component resulted in the presentation of the program to an estimated 40,000 students in the St. Louis metropolitan bi-state area.

Percentage-wise, 87.34% of the requests received at the Career Information Center resulted from postcards mailed by students in contact with the Direct Contact component. It is also possible to say that approximately 15% of the students who participated in the Direct Contact component were influenced sufficiently to request the information available.

Further analysis of the data provided by the Career Information Center shows that the newspaper ads (Appendix XXVI) which included a coupon to be clipped and mailed, resulted in 234 inquiries. The total number of phone calls as they are broken down shows that 60 calls came from schools requesting information, 159 resulted from radio spots, and 116 from the television spots. The final number of inquiries are the 149 resulting from reading newspaper articles concerning the Career Information Campaign.

Table 19 shows the areas of interest that received inquiries.

TABLE 19. Breakdown of Career Information Inquiries by Area of Interest

Inquiries	No.	Inquiries	No.
Office/Clerical	1290	Agriculture	35
Engineering	675	Military	29
Mechanics	1032	Food Service	17
Data Processing	1195	Taxidermy	3
Electricity	686	Peace Corps	8
Health Care	1202	Library	7
Metalworking	437	Maintenance	9
Construction	699	College	254
Modeling	953	Home Economics	18
Printing	591	Civil Service	12
Retailing	256	Interior Decorating	40
Aviation	195	Paraprofessional	53
Law	91	General Management	12
Fire Protection	23	Clothing	6
Mortuary	5	Music/Theatre	23
Conservation	48	General Information	407
General Business	35	Counseling	169

6. ANALYSIS OF MEDIA RESPONSE DATA

The fourth hypothesis states: Students who were exposed to the Media component have a more favorable attitude toward vocational/technical education and non-professional employment opportunities than those who were not (regardless of other components the students participated in).

A questionnaire (Appendix III) was developed to be administered to selected students concerning their exposure to the media (radio, television, and newspapers). This questionnaire was administered in fifteen schools to 2076 students (171 urban, 809 suburban, 546 x-urban, and 437 rural). The complete data is to be found in Appendix XXII. The results are as follows:

1. Have you noticed any announcements about vocational/technical education and vocational/technical jobs in the newspaper, on radio or television, or on a billboard? These do not include advertisements for private trade shows or national advertisements, such as the ad with Tommy Smothers and the talking computer.

Yes	65.4%
Unsure	15.1%
No	18.6%
No Response	.8%

2. Roughly, how many of these announcements have you heard or read?

One	9.2%
Two or Three	37.7%
Four or Five	13.8%
More than Five	15.1%
No Response	24.2%

3. Where did you notice the announcement(s)?

Newspaper	13.5%
Radio	22.4%
Television	24.2%
Billboard	2.3%
Don't Remember	14.1%
No Response	23.5%

4. Did the announcement(s) increase your interest in vocational/technical education and vocational/technical jobs?

Yes, very much	8.1%
Yes, a little	41.2%
No	18.3%
No Response	22.3%

5. Have you ever heard or read about the Career Information Center?

Yes	40.0%
Unsure	17.6%
No	36.2%
No Response	6.2%

6. Where did you hear of the Career Information Center?

Newspaper	5.7%
Radio	12.7%
Television	9.4%
Billboard	.9%
Other (friends, etc.)	13.3%
Don't Remember	14.4%
No Response	43.5%

7. Have you requested information from the Career Information Center?

Yes	14.1%
No	48.5%
No Response	27.5%

8. If you have requested information, how helpful was it?

Very helpful	3.5%
Somewhat helpful	11.2%
Of little value	8.1%
No Response	77.2%

Examples of the radio spot announcements referring to the Career Fair are to be found in Appendix XXIII. Appendix XXIV gives examples of the newspaper advertisements.

7. ANALYSIS OF FILM AND SPEAKER -- DIRECT CONTACT

An additional questionnaire was developed (Appendix XXV) in order to evaluate the impact of the speaker and the film upon the students exposed to the Direct Contact component of the program. This questionnaire was administered in four schools to 518 students. The complete data is to be found in Appendix XXVI. The results are as follows:

1. Do you think that the film was:

Exciting	1.7%
Interesting	53.9%
Commonplace	22.8%
Dull	17.2%
No Response	4.5%

2. How much did you learn from the film about each of the following areas?

a. The variety of vocational education opportunities:

A lot	14.9%
Some	49.6%
A little	25.1%
Nothing	6.4%
No Response	4.1%

b. The salaries of skilled workers in comparison to other occupations:

A lot	9.8%
Some	33.8%
A little	34.2%
Nothing	17.2%
No Response	5.0%

c. Opportunities for advancement in vocational/technical areas:

A lot	20.1%
Some	44.4%
A little	23.0%
Nothing	7.9%
No Response	4.6%

d. Availability of on-the-job training in vocational/technical areas:

A lot	20.7%
Some	44.2%
A little	22.8%
Nothing	6.9%
No Response	5.4%

e. Availability of jobs for those with vocational training:

A lot	23.0%
Some	45.8%
A little	19.9%
Nothing	6.9%
No Response	5.4%

f. Opportunities for education and training in vocational/technical areas:

A lot	20.7%
Some	46.9%
A little	22.4%
Nothing	5.4%
No Response	4.6%

3. Rate each of the following aspects of the film according to whether you thought it was useful and informative:

a. Personal statements of students and young workers:

A useful and informative feature	66.6%
An unimportant feature	19.7%
A negative feature	6.6%
No Response	7.2%

b. Personal statements of businessmen and supervisors:

A useful and informative feature	57.9%
An unimportant feature	25.5%
A negative feature	8.7%
No Response	7.9%

c. Illustrations of actual working situations:

A useful and informative feature	68.0%
An unimportant feature	16.8%
A negative feature	5.4%
No Response	9.8%

4. What changes would you like to see in the film in order to make it more interesting and informative?

The written responses to this open-ended question represented a wide variety of suggestions and criticisms. Most specifically there was manifested a desire to see more on actual working conditions and on specific industries. Jobs for women and information on salaries were listed as possible additions. The majority of the students said no change was necessary.

5. Rate the speaker on each of the following aspects of his presentation:

a. Knowledge of vocational/technical education and opportunities:

Excellent	31.9%
Good	56.6%
Poor	4.1%
Dismal	1.0%
No Response	6.6%

b. Speaking clearly and understandably:

Excellent	44.4%
Good	44.8%
Poor	2.7%
Dismal	1.7%
No Response	6.4%

c. Answering questions to your satisfaction:

Excellent	22.0%
Good	55.4%
Poor	7.9%

Dismal	1.7%
No Response	6.4%

d. Interest in students:

Excellent	29.9%
Good	47.3%
Poor	8.7%
Dismal	3.1%
No Response	11.0%

e. Providing information beyond that presented in the film:

Excellent	22.2%
Good	51.7%
Poor	9.3%
Dismal	2.5%
No Response	14.3%

6. What changes would you like to see in the speaker's presentation in order to make it more interesting and informative?

The answers to this open-ended question mentioned the need for the speaker to have more specific information about availability of jobs and salary ranges and about the cost of attending vocational/technical schools. The majority submitted no answers to this question.

7. Do you plan to discuss this event with friends, relatives, teachers, counselors?

Yes	49.4%
No	36.5%
No Response	14.1%

8. Will you read the pamphlets and other materials handed out?

Yes	65.6%
No	18.1%
No Response	16.2%

9. What questions did the film or speaker not answer for you which you wish had been answered?

The responses to this question were similar to those replying to questions 4 and 6. They enumerated the need for more specific information on salaries, school locations, job availability, women's jobs and the greater majority gave no reply.

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8. COUNSELORS AND VOCATIONAL EDUCATION

8.1. Introduction. The specific objective of this part of the study is to assess the attitudes of counselors toward vocational/technical education. It was assumed that the counselor's attitude toward vocational/technical education is one of the key determinants in students' views of the subject. Therefore, as part of the Career Education Information Program, the school counselors were encouraged to participate in Component A - the speaker, film and discussion. It was, therefore, hypothesized that:

> H_5: High school counselors participating in the program component have a more positive attitude toward vocational/technical education and non-professional employment opportunities than those who did not (regardless of other components participated in).

8.2. Methodology and Subjects. Two hundred questionnaires were sent to counselors in the St. Louis metropolitan area. Each counselor was asked to complete the questionnaire (Appendix IV) and return it to RIDC in a self-addressed, stamped envelope. One hundred and five questionnaires were returned. Five questionnaires were not used because of insufficient data on participation in Component A. Of the 100 usable questionnaires, 47 reported they had participated in Component A, with 53 reporting non-participation. Demographic data on the two groups are shown in Table 20.

TABLE 20. Counselor Demographic Data

Component A	Sex*		Age**	Education	Counselor Experience
	Male	Female			
Participant	34	11	38.5	17.3	7.4
Non-participant	33	20	39.0	17.1	7.2

*Two in Participant group did not indicate sex.
**Age, education and experience are indicated in mean years.

8.3. Materials and Procedures. During the 1971-1972 school year, direct contact with students in public and private high schools was made by the Career Education Information Program. During a regular class period, students were shown the film, "The Choice Is Yours," and participated in a discussion with one or more members of the RIDC speakers' bureau. Counselors were encouraged to attend and participate as much as possible.

In the fall of 1973, the questionnaire concerning attitudes toward vocational/technical education was sent to the counselors. This instrument included Likert type items. There were nine items which were considered as attitudinal toward vocational/technical education (items 8 through 16). Four items were considered as opportunity for vocational/technical education (items 24 through 27). All items were scored according to a scale of 5 for most favorable to 1 for least favorable. The attitude items were scored by adding the responses for items 8 through 16 for a single score. The same procedure was used for the opportunity items of 24 through 27. Item 20 on advising was treated as one score.

8.4. Results. Table 21 shows the results of the attitude toward vocational/technical education responses by the counselors. A one-tail "t" test was used to analyze the difference between the means of the two groups.

TABLE 21. Difference between Counselor Participant and Non-Participant Attitudes Toward Vocational/Technical Education

Component A	N	M	SD	t
Participant	47	27.06	7.45	
Non-Participant	53	26.91	4.81	.319

Essentially, this analysis indicates there were no differences between the two groups in their attitudes toward vocational/technical education.

Table 22 contains the results of the analysis of difference between participants and non-participants on opportunities in the vocational/technical area.

TABLE 22. Opportunities for Vocational/Technical Education

Component A	N	M	SD	t
Participant	47	14.68	4.56	
Non-Participant	53	13.55	6.55	2.39*

*p = .01

The mean difference is significant and indicates that the participant group responded more favorably than the non-participant group concerning opportunities available in the vocational/technical area. In other words, the participant group of counselors appears to be more aware of opportunities, but does not differ fron the non-participants in their view of the vocational/technical area.

The results of the analysis of the differences between participants and non-participants in their advising of students to consider the vocational/technical area as an option for their future are to be found in Table 23.

TABLE 23. Advising Male and Female Students

Component A	Males				Females			
	N*	M	SD	t	N	M	SD	t
Participant	47	4.40	.59		44	4.32	.63	
Non-Participant	50	4.08	.79	1.905**	48	4.00	.83	1.77**

*N's differ because of non-response
**p - between .05 and .10

While the differences in participant and non-participant advising are not significantly different, the differences do approach significance to such an extent that one could say that there is a tendency or trend indicated. A check of the means shows that the participant group does tend to advise students to consider vocational/technical opportunities more often.

9. ANALYSIS OF FOLLOW-UP DATA

9.1. Community College Follow-up. Five community colleges within the St. Louis metropolitan bi-state area were contacted concerning the follow-up study. Two questionnaires were administered. The first was completed by the appropriate administrator and the three institutions participating and gave information concerning enrollment (Appendix V). The second questionnaire was to be completed by a random sample of one hundred students at each institution. These individuals were to be enrolled in vocational/technical courses for the first time (Appendix VI). Two hundred and twenty-three students replied.

From the information supplied by the proper administrator at each of the three community colleges answering the questionnaire, it became apparent that due to the open enrollment policies followed by said institutions that it is virtually impossible (at present) to present accurate data on enrollment in career education programs. It must be noted, however, that within a short period of time such information will be available. The open enrollment policy allows each applicant the opportunity to enroll but due to individual differences as to academic background, many students are required to make up deficiencies before admittance to specific programs.

The following data represents the information from the three community colleges participating in the study.

Question 2: In what vocational/technical courses or programs are you enrolled?

Analysis: The answers to the above question covered 22 different vocational/technical courses representative of courses offered by the institutions.

Question 3: Indicate by ranking (1, 2, 3, etc.,) the degree of influence each of the following had upon your decision to enter a vocational/technical school or enroll in a similar course.

Analysis:

	1	2	3	4	5
Parents	50	62	46	11	3
Friends	36	39	47	24	11
High School Teacher	13	23	45	25	17
High School Counselor	18	3[illegible]	41	20	14
Others:					
Self	67	4	7	0	1
Relative	5	1	1	0	1
Spouse	2	0	0	0	0

	1	2	3	4	5
Program	0	1	0	0	0
Literature	1	1	0	0	0
Friend	1	0	0	0	0
Counselor	2	1	0	0	0
Military	1	1	1	0	0
Veteran's Administration	1	0	0	0	0
Employer	7	0	0	0	0
Job	4	1	0	0	0
U. S. Government	1	0	0	0	0
Media	1	0	0	0	0
Doctor	0	0	1	0	0
Priest	2	0	0	0	0
Person in the Field	8	1	1	0	0
Vocational Rehabilitation	0	0	0	0	1
Wants training	3	0	0	0	0
Person at Work	2	0	0	0	0

Question 4: Which of the following provided you with the most useful information to help you make your decision to enter a vocational/technical school, program or course this year?

Analysis:

School or Institution	107
High School Teacher	25
High School Counselor	48
Other:	
Self	25
Friend	5
Relative	8
Counselor/Instructor	6
V.A. Representative	2
Military Career Planner	1
Relative in Program	2
Brochures	2
Program Shown at School	1
Only School in Area Offering Program	1
Career Fair	1
Former Student	2
Work	2
Employer	6
Parent's Occupation	1
Course Itself	1
U. S. Government	1
Person in the Field	10
R.N.	1
Police	1
Nearest School	1
No Answer Given	1

Question 5: Did you come in contact with the information campaign concerning vocational/technical education that was conducted in the area last year? (The film "The Choice Is Yours" and the speaker who presented it in the classroom, the Career Fair held at Kiel Auditorium, the radio, television and newspaper advertising, the use of the Career Information Center to obtain information.)

Analysis: 28 Yes 193 No

Question 6: If you answered "Yes" to the above please check which of the following you came in contact with and then rank the order in which they proved most valuable to your career choice: (1, 2, 3, etc.)

Analysis:	1	2	3	4
Film	5	3	0	1
Career Fair	4	7	1	0
Radio	10	4	2	0
Career Information Center	5	5	0	0

Those responding did not follow instructions but checked the "came in contact with" column alone, or numbered the "order of influence" column. Any attempt to analyze this data should merely indicate the respondents exposure to the program in the four areas and how they rated its influence.

Question 7: Please answer briefly why you decided to enroll in a vocational/technical school, program or course this fall.

Analysis:

Continuation of study	11
Wanted to go to school	1
Opportunities for betterment of self	12
Want to get a job fast	4
Wanted acquaintance with skill before entering college	1
Wants a skill or career	23
School close to home	2
Didn't want mail order course	1
College has best program	1
Only college that offered program	1
Area vocational high school	1
Length of program	20
Didn't want to skip time between high school and college	1
Specific program	55
Job opportunity	50
Associate degree	6
Good program	18
Inexpensive	8
Parents	1
Degree	2
Relative	1
Nurse	4
Availability	4
Interest in area	20
Didn't want college	10
Friend	1
No answer	7

Question 8: If you are presently working (full or part-time) in a field requiring vocational/technical skill and/or training, please specify your position and explain the work you are doing.

Analysis:

Bowling alley mechanic	1
Salesperson/Famous Barr	1
Weager Company	1
Office machine repair	1
Grocery check-out	1
Practical Nurse	1
Dental Assistant	7
Lab work for Dentist	2
Emergency Medical Technician for ambulance	1
Bookstore clerk	1
Emergency Dispatcher/Fire Department	1
Telephone Dispatcher	1
Computer Operator	1
Yalem Computer Operator	1
Student Embalmer	6
Funeral Director - Trainee	2
Plater in hospital lab	1
Hospital Volunteer	1
Medical Record Librarian	1
Newspaper	1
Hotel work	1
Front desk	1
Funeral home	9
City Hall	1
Hostess	1
Office	2
Receptionist	3
Storeroom	4
Rodeo	2
Bus Boy	1
Dishwasher	1
Restaurant	1
Cook	7
Catering	1
Truck Driver	1
Construction	1
Mechanic	1
Medical Tech. Skill	2
Switchboard	1
Waiter	1

Seventy-five students were employed in a variety of fields. Some were related to their specific purpose.

9.2. Vocational/Technical High School Follow-up. Five vocational/technical high schools in the St. Louis metropolitan bi-state area were contacted concerning the follow-up study. Two questionnaires were administered. The first was completed by the appropriate administrator at the three institutions participating and gave the data relating to enrollment (Appendix V). The second was filled out by a random sample of one hundred students at each institution and these individuals were freshmen who were enrolled in such vocational/technical courses for the first time (Appendix VI). Two hundred and seventy-three questionnaires were returned.

The data from the institutional questionnaire is as follows:

Please answer the following as completely as possible:

	Calendar	Year
1. Total Enrollment	555	1970
	1375	1971
	1786	1972

	Calendar	Year
2. Number of applications	1032	1970
	2076	1971
	2391	1972
3. Number of students accepted	323	1970
	1151	1971
	1448	1972

Evaluation of Students:

1. The technical/vocational preparation (for your specific institution or courses) of entering students showed improvement this year.

2 Yes 1 No

2. Student self-motivation and career-planning is more evident this year.

2 Yes 1 No

3. New students this calendar year have specifically mentioned RIDC's public information campaign (classroom presentation, Career Information Center, Career Fair, media exposure) on vocational/technical education as having an effect on their career choice.

2 Yes 1 No

25% Estimated number

The data compiled from the student follow-up questionnaires is as follows:

Question: In what vocational/technical courses or programs are you enrolled?

Analysis: The answers to the above question covered 15 different vocational/technical courses representative of courses offered by the institution.

Question: Indicate by ranking (1, 2, 3, etc.) the degree of influence each of the following had upon your decision to enter a vocational/technical school or enroll in a similar course this year.

Analysis

	1	2	3	4	5
Parents	59	89	49	20	11
Friends	43	52	58	46	21
High School Teacher	30	31	50	40	38
High School Counselor	58	61	74	33	7
Others:					
Self	71	8	4	3	4
Spouse	3	0	0	0	0
Relative	15	3	1	0	3
Vocational Representative	2	0	0	0	0
Tour of school	2	0	1	0	1
Anti-secondary education	4	1	0	0	0
Specific courses	3	0	0	0	0
Vocational students	1	0	0	0	0
Films	1	0	0	0	0
Principal	1	0	0	0	0

Question: Which of the following provided you with the most useful information to help you make your decision to enter a vocational/technical school, program, or course this year?

Analysis:

School or Institution	68
High School Teacher	29
High School Counselor	125
Others:	
Self	11
Friends	25
A.V.C. Coordinator	8
Former Student	2
Personal research	1
Relative	13
Enrollment Form	1
Open House	2
Films	1
Program	2
Counselor at N.C.T.	3
Job opportunity	1
Another school	1

Question: Did you come in contact with the information campaign concerning vocational/technical education that was conducted in the area last year? (The film "The Choice Is Yours" and the speaker who presented it in the classroom, the Career Fair held at Kiel Auditorium, the radio, television, and newspaper advertising, the use of the Career Information Center to obtain information.)

Analysis: 101 Yes 172 No

Question: If you answered "Yes" to the above, please check which of the following you came in contact with and then rank the order in which they proved most valuable to your career choice.

Analysis	1	2	3	4
Film	70	9	6	2
Career Fair	6	5	6	6
Radio, TV, or advertising	7	17	5	0
Career Information Center	3	6	5	5

Question: Please answer briefly why you decided to enroll in a vocational/technical school, program, or course this fall.

Analysis:

Job opportunities	50	Career opportunities	90
School program	104	Preparation for college	4
Can't afford college	1		

Question: If you are presently working (full or part-time) in a field requiring vocational/technical skill and/or training, please specify your position and explain the work you are doing.

Analysis: Forty-four were employed in a variety of jobs. Due to high school age the jobs reflect a diversity in the answers given to the above question.

9.3. Proprietary School Follow-up. Ten members of the Missouri Association of Trade and Technical Schools in the St. Louis area were asked to participate in this part of the study. All ten were given the questionnaire relating to enrollment (Appendix V). Five were given questionnaires to be completed by students enrolled in courses for the first time. One hundred and twenty-one students completed this questionnaire. (See Appendix VI for total data.)

The following data is the result of the questionnaires answered by the appropriate administrators.

Please answer the following as completely as possible.

	Calendar	Year
1. Total Enrollment	3107	1970
	7207	1971
	11794	1972

	Calendar Year	
2. Number of applications	2875	1970
	7388	1971
	14915	1972
3. Number of new students accepted	2984	1970
	6939	1971
	11541	1972

Evaluation of Students:

1. The technical/vocational preparation (for your specific institution or courses) of entering students showed improvement this year.

6 Yes 4 No

2. Student self-motivation and career-planning is more evident this year.

6 Yes 4 No

3. New students this calendar year have specifically mentioned RIDC's public information campaign (classroom presentation, Career Information Center, Career Fair, media exposure) on vocational/technical education as having an effect on their career choice.

6 Yes 4 No

88% Estimated number

The data that follows is the result of the questionnaire answered by the random sample of students.

Question: In what vocational/technical courses or programs are you enrolled?

Analysis: The answers to the above question covered 23 different vocational/technical courses representative of courses offered by the institutions.

Question: Indicate by ranking (1, 2, 3, etc.) the degree of influence each of the following had upon your decision to enter a vocational/technical school or enroll in a similar course this year.

Analysis	1	2	3	4	5
Parents	31	32	17	3	4
Friends	24	16	20	9	5
High School Teacher	8	8	19	10	5
High School Counselor	9	10	10	13	8
Others:					
Self	22	0	0	1	0
Spouse	5	2	0	0	0
Relative	3	1	1	0	0
Counselor (other than H.S.)	6	0	2	0	0
Doctor	1	0	0	0	0
Media	2	0	0	0	0
Survey of Careers	1	0	0	0	0
Data Processing	1	0	0	0	0
WINN Program	2	0	0	0	0
Juvenile Officer	1	0	0	0	0
Length of program	0	1	0	0	0
Employer	1	0	0	0	0
Psychiatrist	1	0	0	0	0
Armed Forces	1	0	0	0	0
School visit	3	0	1	1	0
Advertising	3	0	0	0	0
Veteran's Administration	1	0	1	0	0
Unemployment Office	1	0	0	0	0
Personnel Office	1	0	0	0	0
Former student	1	0	1	0	0
School Representative	0	0	1	0	0
Wants a good job	1	0	0	0	0
Wants a new challenge	0	0	1	0	0
College day programs	2	2	1	0	0

Question: Which of the following provided you with the most useful information to help you make your decision to enter a vocational/technical school, program, or course this year?

Analysis:

School or Institution	70
High School Teacher	18
High School Counselor	11
Others:	
WINN Program	2
Employer	1
Jewish Employment & Vocational Service	1
Armed Forces	3
Self	7
Counselor	12
Unemployment Agency	1
Former student	3
School visit	2
Relative	2
Friend	6
Media	3
Veteran's Administration	3
Career Fair	1
Doctor	2
Parents	1
Get a job	1
No answer given	1

Question: Did you come in contact with the information campaign concerning vocational/technical education that was conducted in the area last year? (The film "The Choice Is Yours" and the speaker who presented it in the classroom, the Career Fair held at Kiel Auditorium, the radio, television and newspaper advertising, the use of the Career Information Center to obtain information.)

Analysis: 19 Yes 102 No

Question: If you answered "Yes" to the above, please check which of the following you came in contact with and then rank the order in which they proved most valuable to your career choice (1, 2, 3, etc.).

Analysis:	1	2	3	4
Film	2	0	2	0
Career Fair	5	2	1	2
Radio, TV, or Advertising	9	2	2	2
Career Information Center	1	4	1	0

Those responding did not follow instructions, but checked the "came in contact with" column alone, or numbered the "order of influence" column. Any attempt to analyze this data should merely indicate the respondents exposure to the program in the four areas and how they rated its influence.

Question: Please answer briefly why you decided to enroll in a vocational/technical school, program, or course this fall.

Analysis:

Interest in the field	29
Involvement of Data Processing	2
Influence of program counselor	1
Non-physical vocation	1
Enjoyed high school (V/T)	2
Did not know what else to do	1
The specific school	4
Influence of specific person	1
Too late to enter other schools	1
Job security	16
Medical training	4
Rewarding career	2
Job opportunity	48
M.D.T.A.	1
Learn a skill fast	5
V.A. Benefits	1
Employer paying	1
Meet a goal	1
Work with hands	1
Get a skill	3
Security	2
Length of program	11
Did not like college	11
Individual attention	2

Question: If you are presently working (full or part-time) in a field requiring vocational/technical skill and/or training, please specify your position and explain the work you are doing.

Analysis: In the answers received to the above question, 107 students said they were not employed. Fourteen were employed; usually in fields relating to their specific vocational/technical study.

The large enrollment increase between 1971-1972 is possibly due to one institution's empnasis on correspondence courses during this period. The institutions answering the questionnaire varied in their replies to the extent that one of them gave no figures at all for enrollment. Another institution reported that each year it has an entirely new group of students because it offers only a one year course.

10. CONCLUSIONS, RECOMMENDATIONS AND PROBLEMS

10.1. Conclusions. The conclusions will be presented in an order directly related to the analysis in the body of the report.

10.11. Direct Contact. The suburban direct contact group and the suburban control group were very similar when the background variables were considered. There were two exceptions: (1) the control group subjects were somewhat more aware of the availability of vocational/technical courses and; (2) the educational level of the direct contact group parents was slightly higher than that of the control group parents.

The direct contact group was more conscious of career options, more professionally oriented, and more certain about their career plans. The direct contact group and the control group were very much alike in their intentions to attend college or a vocational/technical school. Both groups showed a strong interest in knowing more about vocational/technical education.

If the direct contact experience had any affect, it is not evident from the data collected. The differences that appeared with regard to the treatment items in the questionnaire can easily be explained by the slight difference in the backgrounds of the two groups. It might be interpreted that the experience of responding to the questionnaire aroused the interest of both groups concerning vocational/technical education.

There was little difference between pre- and post-survey responses for the suburban group. However, there was a modest increase in the desire to know more about career education opportunities between the two measurements.

The rural direct contact group and control groups are very similar when considering the background variables; however, there was at least a moderate difference when some of the treatment variables were analyzed. Of particular interest was the fact that there was a difference in the contemplation of careers, the direct contact being more concerned. Both groups expressed a strong interest in finding out more about vocational/technical schools.

At best, it might be interpreted that some of the concern about careers was indicated by the direct contact group as a result of having the direct contact experience. Because of the limitations and assumptions required by the measuring instrument and methodology, valid conclusions about the direct contact experience are nearly impossible to reach.

The within-group analysis was not done on the rural sample because pre- and post-measures were not available; however a within-group comparison on an x-urban sample indicated no difference in the pre- and post-measurements.

10.12. Career Fair. Responses to the selected background items on the questionnaire support the proposition that the two rural groups were very similar. Also, an analysis of the treatment items showed no difference between the groups despite the fact that the Career Fair group had attended the Fair. Both groups showed a strong interest in careers that require vocational/technical training.

The two urban groups that were analyzed were different in their perceptions of parental ability to pay for an education beyond high school as well as the parental educational background. The two groups felt the same about the availability of vocational/technical courses.

Members of the urban Career Fair group indicated that they had thought or read more about careers than the urban control group. A very small percentage of both groups said they intended to pursue education beyond high school that led to vocational/technical employment. However, both groups indicated an interest in knowing more about vocational/technical options.

The data for the suburban group paralleled the data gathered on the rural and urban samples; specifically, the background of the Career Fair and control groups were similar and the analysis of the treatment variables showed a greater awareness of career opportunities by the group that had attended the Career Fair. Also, as in the case of the rural and urban analysis, both Career Fair and control groups showed a strong interest in knowing more about career opportunities in the vocational/technical areas.

The data reported for rural, urban, and suburban samples seems to indicate that the Career Fair groups are more aware of career opportunities than the respective control groups. It might be interpreted that the Career Fair experience had some influence on this difference. Interest in vocational/technical education was indicated by both Career Fair and control groups for all three of the areas - rural, urban and suburban.

Pre- and post-comparisons for the urban, rural and suburban samples showed very little differences on both the background and treatment items.

10.13. Career Information Center. If the percentage of inquiries received by the Information Center from the postcards mailed by students (87.34% of all inquiries used the postcard) is valid, then it may be said that the use of these cards as an inducement to seek more information was a success. Also, 15% of the students participating in the direct contact component sent in the cards, indicating moderate success. Limitations may arise from students simply sending in for anything that is free, as well as possible pressure being put upon them to use the cards from those directly involved in bringing the program into the school.

10.14. Media Response. The very evident difficulty with this data is that there is no possibility of comparisons between groups. The percentages reported give an indication that the media does have some influence upon the students, but how much and which elements are the most effective is not detectable.

10.15. Film and Speaker - Direct Contact. The students were interested in the film and reported that it did provide them with a new degree of information concerning vocational/technical education. The personal statements by individuals in the film proved a positive factor. The evaluation of the speakers indicated a fairly positive reaction.

10.16. Counselor and Vocational Education. The data gives support for Component A - counselor participants having a more positive feeling toward opportunities in the area of vocational/technical programs. It should be noted that nonparticipants were not negative, but seemed to express themselves less positively. After reviewing Component A, the result seems reasonable since the emphasis in the movie presentation and the brochures was on career opportunities. So, in a cognitive sense, the data may be interpreted to indicate that the participant counselors incorporated the Component A presentation information into their awareness system. This interpretation seems fairly reasonable when one considers that the participants did not differ in their overall view toward vocational/technical education.

The real test of the effectiveness of the study was considered to be the question of counselor-reported advising. For this, the data indicated that the participant group does tend to advise students of opportunities more often than the non-participant group for both male and female students; the difference is statistically significant at the .10 level. A follow-up of these results is suggested to see if this trend is continued and if the difference becomes more marked over a period of time.

Another possible suggestion may be that the participant group took part because group members already held more positive views of the subject. The test, however, seemed to negate this view.

Other variables not investigated at this time were the counselor variables of age, sex, education, experience and school assignment in relationship to vocational/technical counseling and advising. Further, counselor-reported knowledge of the job situation of parents as well as the counselor's own background may be strong determinants of the kind of counseling given. All of these variables are certainly worthy of study. However, our main emphasis for this study was to test the effects of participation and non-participation in Component A.

10.17. Follow-Up Material. This material was gathered as an addition to the study for the purpose of deriving some further possible information concerning the program. Concerning the community college data, the lack of complete data is evident and explained in the text although the St. Louis community colleges are now gathering the data and will have it available in the not-too-distant future. A lack of reporting by two of the community colleges served to limit interpretation, as well. The area vocational/technical institutions provided data but only three of the five returned questionnaires. Regarding the data from the proprietary schools, it must be noted that a small number of questionnaires were returned in relation to the number sent to each school.

The more specific conclusions gathered from these three institutional studies seems to indicate that parents and friends exercise the most influence upon student choice of institutions and programs. The community college students indicated that the institution itself presented them with the information they desired as did the proprietary school students, while the vocational/technical school students reported high school counselors as being the most influential.

10.2. Recommendations. The reporting of recommendations shall take the form of presenting ideas gathered from the conclusions as to possible implementation of any future program on career education which is the natural point of action, incorporating vocational/technical information into an overall career education thrust. The last section of this chapter - Problems - shall deal with the difficulties related to the study and thus be the logical follow-up to the Conclusions and Recommendations.

10.21. Career Education Information Forum. This is being recommended as the result of the study showing a need for, and a desire to know more about options in education by the students and counselors. It is also suggested because of the influence upon the students by parents and peer groups as well as institutions offering specific vocational/technical programs. The purpose of such a forum would be to present the career education concept to interested groups within the St. Louis metropolitan bi-state area. It could take the form of a large meeting and a series of workshops to be presented on both sides of the Mississippi.

10.22. Directory of Speakers and Field Trip Resources. This recommendation is being made as a result of the students and counselors indicating the need for more specific information rather than a general approach which the original program incorporated. This "directory," would list individuals representing the 15 "Career Clusters" set forth by the Office of Education and would identify more specifically the resources available to schools requesting speakers in career areas.

The listing of field trip resources would fill the same need -- that of giving the educational institutions a more widely representative listing of available educational opportunities within the area.

10.23. Career Education Clearinghouse. This is suggested in order to eliminate duplication of programs, to implement the sharing of resources, personnel and material and to give the school districts within the area a better knowledge of what is taking place in the field of career education. Another possible result of such a "clearinghouse" would be the collection of data concerning audio-visual material available within the area and how schools may obtain it.

10.24. Career Fair. The Career Fair has been a rather obvious success and should be continued as long as it is a natural culmination of the entire program suggested above and particularly the preparing of students for such an experience in order that they obtain maximum information from it.

10.25. Information Center. The continuation of the Career Education Information Center is further suggested and may take the form of a "teen-age hot line" similar to those being used in problem areas such as drug abuse. Such a "hot-line" would provide information to the students or be able to refer them to the proper sources for the information they are seeking.

It is believed that these recommendations can be generalized from the data presented in the study. It is further stressed that all levels and segments of the educational system be fully incorporated into the possible future program and that an extreme effort be put forth to bring every possible segment of society (industry, business, etc.) into the program for optimum in-put and information.

10.3. Problems. The problems are many and varied but they will be listed below and it is hoped that any future studies such as this or related to it find them beneficial in avoiding identical errors.

10.31. It is very difficult to conduct a research study when the personnel involved in directing it change during the middle of the study.

10.32. There is no question that the project was a local one having regional impact, and that like programs were being conducted to a certain degree in other parts of the country. The major difference, however, was that this particular program put together a direct contact component aimed at students, conducted a Career Fair and operated a Career Education Information Center in an attempt to integrate such a program.

10.33. Before attempting a further study or a like study more use should be made of advisory staff on the educational and industry/business levels to maximize information input required.

10.34. The questionnaire used for measuring the first two hypotheses led to difficulties in analysis of data due to its not being statistically validated prior to use.

10.35. There was a lack of awareness of related literature in the initial proposal leading to errors that could have been eliminated.

10.36. The vast number of variables, as acknowledged in the text, made valid analysis quite difficult and indeed, resulted in the form in which the data was presented.

10.37. The measuring of attitudinal changes is without a doubt one of the more questionable types of measurement and exposure to a very short film and discussion renders such measurement highly difficult. The sample sizes also led to difficulty in coming to valid conclusions as well as the administering of pre- and post-tests which could indicate changes due to teacher expectations or any combination of factors that students may have had influencing them.

10.38. The problem of comparing group means, of biases and confounding variables, the "Hawthorne" effect and the validation of pre- and post-test instruments all led to the acknowledged difficulties in interpreting the data.

While the problems are many and are, indeed, indicative of the difficulty in putting together such a study, it is believed that the ultimate product did provide a good deal of valuable information relating to a Career Education Information Campaign and will prove beneficial to the continuation of the RIDC program and to other interested parties who are endeavoring to implement such a program.

APPENDIX I

RIDC CAREER EDUCATION SURVEY -- DIRECT CONTACT AND CAREER FAIR

The St. Louis Regional Industrial Development Corporation is trying to improve career preparation for students like you. The purpose of this survey is to find out how you feel about vocational/technical education and vocational/technical jobs. Vocational/technical jobs do not require a college degree, but they do require at least six-months vocational/technical training.

You have been given an answer sheet along with this survey. On the answer sheet write in the number of the statement that best expresses your answer in the box under the number of the question. An example is shown on your answer sheet. If any question or answer choice confuses you, raise your hand.

It is important that you answer as honestly as you can. You will not be graded or timed, and we will only report the answers of large groups of students. No one will find out the answers you gave.

1. How much have you read or thought about careers?

1	2	3	4	5
very much	much	some	a little	none

2. How many people (besides your parents) do you know well who are training for a vocational/technical job or have a vocational/technical job?

1	2	3	4	5
none	1	2-3	4 or more	I don't know

3. Which career field have you considered entering most?

1 Professional (doctor, teacher, lawyer, etc.)
2 Management (in business or government)
3 Skilled (programmer, welder, stenographer, electrician, lab technician, etc.)
4 Sales (insurance, in a store, etc.)
5 Unskilled (janitor, maid, etc.)
6 Housewife

4. Which is your second choice for a career field?

1 Professional
2 Management
3 Skilled
4 Sales
5 Unskilled
6 Housewife
7 I have not considered a second choice

5. How definite is your career choice?

1	2	3	4	5
final	fairly certain	unsure	only a guess	I have made no choice at all

6. Do you plan to have more than one major occupation during your working life?

1	2	3
yes	I have not considered this	no

7. Do you plan to take a vocational/technical course in high school?

1	2	3	4	5
definitely	probably	unsure	no	I'm a senior

8. What do you plan to do when you leave high school?

1 Go to a 4-year college
2 Go to a junior college
3 Go to a vocational/technical school
4 Get a job
5 Join the armed forces
6 I have no plans

Items 9-18 are the names of various jobs. Answer Yes if you think the job is a vocational/technical job, answer No if you think the job is not vocational/technical. Remember that vocational/technical jobs do not require a four year college degree, but they do require at least six months training.

		Yes	No
9.	Barber or Beautician	1	2
10.	Mail carrier	1	2
11.	Bank teller	1	2

	Yes	No
12. Bricklayer	1	2
13. Secretary	1	2
14. Engineer	1	2
15. Biologist	1	2
16. Sheet metal worker	1	2
17. Key punch operator	1	2
18. Waiter or Waitress	1	2
19. Computer Programmer	1	2
20. Medical or Dental Laboratory Technician	1	2

21. Can students from your school take courses that teach skills with which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

1	2	3
yes	don't know	no

22. How many of these high school vocational courses can you name?

1	2	3	4	5
none	1	2	3	4 or more

23. Do you know the name and location of the nearest junior college?

1	2	3
yes	I think so	no

24. How many private trade schools do you know of in the St. Louis metropolitan area?

1	2	3	4	5
none	1	2	3	4 or more

25. In the next few years, what percent of new jobs will be vocational/technical jobs (jobs that require at least six months training but no college)?

1	2	3	4	5
10%	30%	50%	60%	80%

Items 26-33 are aspects of jobs. How do you feel about each aspect for a vocational/technical job?

26. The pay for a vocational/technical job is:

1 More than enough for me
2 About what I want
3 Don't know
4 Somewhat less than I want
5 Far too little for me

27. The physical surroundings on a vocational/technical job are:

1 Very pleasant
2 Probably pleasant enough for me
3 Don't know
4 Mildly unpleasant
5 Too unpleasant for me

28. The people in vocational/technical jobs are:

1 The kind of people I like
2 As easy to work with as people on any job
3 Don't know
4 Not the people I'm used to
5 Definitely make me uncomfortable

29. I think vocational/technical work is:

1 Very important
2 Important enough for me to do
3 Don't know
4 Not as important as some things I might do
5 Not important

30. The opportunity for advancement in vocational/technical job is:

1 More than enough for me
2 Enough for me
3 Don't know
4 Less than I would like
5 Much too little for me

31. Vocational/technical work would hold my interest:

1 All of the time
2 Most of the time
3 Don't know
4 Some of the time
5 Only a little or not at all

32. "Job security" means how safe you are from losing a job. The security of vocational/technical work is:

1 More than enough for me
2 Enough for me
3 Don't know
4 Not as much as I would like
5 Far too little for me

33. The social status of vocational/technical work is:

1 Very high
2 High enough for me
3 Don't know
4 A little lower than I would like
5 Far too low for me

Show how you feel about statements 34-36 by marking either strongly agree, Agree, Neutral, Disagree, Strongly disagree.

34. Almost everyone should go to a four year college after high school if he can afford it.

1 Strongly agree
2 Agree
3 Neutral
4 Disagree
5 Strongly disagree

35. Vocational and technical education is usually for students who are not smart enough to go to a four year college.

1 Strongly agree
2 Agree
3 Neutral
4 Disagree
5 Strongly disagree

36. Once you graduate from a vocational training program, it is very difficult to change careers.

1 Strongly agree
2 Agree
3 Neutral
4 Disagree
5 Strongly disagree

37. How willing are businessmen to help you plan your career?

1 Very willing
2 Ready to help if I ask them
3 Unsure/never asked
4 Businessmen are not very helpful
5 Businessmen don't care about helping me plan my career

38. How often do you advise your friends to consider vocational/technical education in their future?

1 Very often
2 Often
3 Sometimes
4 Occasionally
5 Never

We would like to know who you've talked to about careers and what they've said. Mark column 1 if you have not talked to the person about careers. Mark column 2 if you have talked to the person about careers, but the person did not say what kind of education or career you should have. Mark column 3 if the person encouraged you to take up vocational/technical education or a vocational/technical job. Mark column 4 if the person discouraged you from taking vocational/technical education or encouraged you to go into something else, for example college or unskilled work.

	Column 1 Not Discussed	Column 2 Discussed, No Comment	Column 3 Discussed, Encouraged Voc-Ed	Column 4 Discussed, Discouraged Voc-Ed or Encouraged Other
39. Teachers	1	2	3	4
40. Counselors	1	2	3	4
41. Family	1	2	3	4
42. Friends	1	2	3	4
43. Businessmen	1	2	3	4

44. Have you heard of the Career Fair at Kiel Auditorium on April 25, 26, and 27?

1 Yes   2 No

45. If the Career Fair has not yet occured, will you attend the Career Fair? If today's date is past April 27, go on to question #46.

1	2	3	4
Yes	Probably	Unsure	No

46. If the Career Fair has already occured, did you attend? (Leave blank if you answered #45.)

1	2
Yes	No

47. Would you like to know more about vocational/technical school and skilled jobs?

1	2	3
Yes, much more	Yes, a little more	No

48. Do you have a technical skill that is used in a vocation, such as typing, auto repair, electronics? You may have learned it on a job, as a hobby, or as part of school.

1 Yes, I have two or more technical skills, and I'm pretty good with at least one of them.

2 Yes, I have a technical skill and I'm pretty good at it.

3 Yes, I have two or more technical skills, but I just know the basics.

4 Yes, I have a technical skill, but I just know the basics.

5 No, I do not have a technical skill.

49. What has been your average grade in school this year and last year.

1	2	3	4
A	B	C	D

50. Can your parents pay for your education after high school, whether it is college, vocational-technical school, or junior college?

1 Yes
2 My parents can pay for part of my education
3 My parents cannot afford to pay for any education after high school
4 I don't know what my parents can afford

51. What was the highest level of formal education reached by your father?

1 Grammar school
2 Some high school
3 High school graduate
4 Some college, junior college, or vocational school
5 Graduated from a four year college

52. What was the highest level of formal education reached by your mother?

1 Grammar school
2 Some high school
3 High school graduate
4 Some college, junior college, or vocational school
5 Graduated from a four year college

53. In what area is or was your father's occupation?

1 Professional (doctor, teacher, lawyer, etc.)
2 Management (in business or government)
3 Vocational/technical (welder, stenographer, electrician, lab technician
4 Sales (insurance, in a store, etc.)
5 Unskilled (janitor, night watchman, etc.)

54. In what area is or was your mother's occupation?

1 Professional
2 Management
3 Vocational/technical
4 Sales
5 Unskilled
6 Housewife

APPENDIX II

CAREER EDUCATION INFORMATION CENTER POSTCARD

First Class
Permit #8888
St. Louis, Mo.

BUSINESS REPLY CARD

No Postage Necessary if Mailed in United States

POSTAGE WILL BE PAID BY

ST. LOUIS

RIDC Career Information Center

10646 St. Charles Rock Road

St. Ann, Missouri 63074

PLEASE PRINT ALL INFORMATION CAREFULLY

Do not write in this space

NAME______________________________

ADDRESS______________________________

____________________ZIPCODE________

SCHOOL__________________GRADE______ *Phone #* ______

Please send me information on the following groups of skills. (Circle those desired)

Office/Clerical/Business Machine Operators
Engineering & Scientific Technicians
Mechanics/Machine Operators
Data Processing/Computer
Electrical/Electronics
Health Care
Metalworking Trades
Construction Trades
Modeling & Beauty
Printing/Graphic Arts
Retailing/Distribution

Please send me the following information:____________________

____

I would like help in vocational/career counseling _____

APPENDIX III

RIDC MASS MEDIA SURVEY

Name ____

School ________________________________ Grade __________

This survey will help us find the most effective way to give you information about careers. For each question mark the box next to your answer. If you answer "No" to the first question after a number, you cannot answer the questions under it, so go on to the next number.

1. Have you noticed any announcements about vocational/technical education and vocational/technical jobs in the newspaper, on radio or television, or on a billboard? These do not include advertisements for private trade schools or national advertisements, such as the ad with Tommy Smothers and the talking computer.

☐ Yes ☐ Unsure ☐ No

Roughly how many of these announcements have you heard to read?

☐ 1 ☐ 2 or 3 ☐ 4 or 5 ☐ more than 5

Where did not notice the announcement(s)?

If you have heard or read the announcements from more than one source, rank each source according to how many of the announcements you have noticed from it. For example, if you have heard announcements many times on the radio and a couple of times on television, write "1" in the box next to "radio" and write "2" in the box next to "television," etc. Also, please write in the name of the newspaper, radio or television station if you can remember it.

☐ Newspaper ______________________________
☐ Radio ______________________________
☐ Television ______________________________
☐ Billboard
☐ I don't remember

Did the announcement(s) increase your interest in vocational/technical education and vocational/technical jobs?

☐ Yes, very much ☐ Yes, a little ☐ No

2. Have you ever heard of or read about the Career Information Center?

☐ Yes ☐ Unsure ☐ No

Where did you hear of the Career Information Center?

If you have heard or read the announcements from more than one source, rank each source according to how many of the announcements you have noticed from it. For example, if you have heard announcements many times on the radio and a couple of times on television, write "1" in the box next to "radio" and write "2" in the box next to "television." Also, please write in the name of the newspaper, radio or television station if you can remember it.

☐ Newspaper ______________________________
☐ Radio ______________________________
☐ Television ______________________________
☐ Other (friends, counselors, handbills, etc.)
☐ I don't remember

Have you requested information from the Career Information Center?

☐ Yes ☐ No

If you have requested information, how helpful was it?

☐ Very helpful ☐ Somewhat helpful ☐ Of little value

APPENDIX IV

GUIDANCE COUNSELOR SURVEY

1. Age ________

2. Sex ________

3. Academic Degree: Bachelors _____ Masters _____
Specialist _____ Doctorate _____

4. How long have you been employed as a counselor? _________

5. How long have you been employed as a counselor in this particular school? ___________

6. Have you ever been an active full-time classroom teacher?

_____ Yes ____ No

7. If so, how long? ___________

8. What subjects did you teach? ______________________________

____

9. What grade level? _________________

10. Have you ever had full-time work experience other than in the educational field?

________ Yes _____ No

11. If yes, please specify. ______________________________

____

1. Which career field do your counselees consider entering the most? (Please indicate by percentage.)

Male		Female
____	Professional (Doctor, lawyer, etc.)	____
____	Management (Business and industry)	____
____	Skilled (Programmer, secretary, etc.)	____
____	Sales (Insurance, retail, etc.)	____
____	Unskilled (Janitor, waitress, etc.)	____
____	Housewife	____

2. What percentage of your students are certain in their career choice?

____ Certain
____ Fairly Certain
____ Unsure
____ Only a guess
____ They have made no choice at all.

3. Do the students plan to have more than one major occupation during their working life?

____ Yes
____ They have not considered this.
____ No

4. Please indicate, by percentage, what the students plan to do when they graduate from high school?

Male		Female
____	Go to a four year college	____
____	Go to a junior college	____
____	Go to a vocational/technical school	____
____	Join the armed forces	____
____	They have no plans	____

5. Can the majority of parents of your counselees afford to pay for an education beyond high school? (College, junior college, vocational/technical school, etc.)

____ Yes
____ Parents can pay for part of the costs
____ Parents cannot afford to pay for any education beyond high school.

6. Please indicate, by percentage, the highest level of formal education of the majority of the parents of your counselees.

Father		Mother
______	Grammar school	______
______	Some high school	______
______	High school graduate	______
______	Some college, junior college, or vocational/technical education	______
______	Graduated from a four year college	______

7. Please indicate, by percentage, the occupational area of the parents of your students.

Father		Mother
______	Professional	______
______	Management	______
______	Vocational/Technical	______
______	Sales	______
______	Unskilled	______
______	Housewife	______

PLEASE INDICATE YOUR ATTITUDES TOWARD THE FOLLOWING BY MARKING THEM ACCORDINGLY.

8. Almost everyone should go to a four-year college after high school.

______ Strongly agree
______ Agree
______ Neutral
______ Disagree
______ Strongly disagree

9. "Job security" means how safe you are from losing a job. The "security" of vocational/technical work is:

______ Very high
______ High
______ Average
______ Low
______ Very low

10. The social status of vocational/technical work is:

______ Very high
______ High
______ Average
______ Low
______ Very low

11. The working conditions or environment on a vocational/technical job are:

______ Very pleasant
______ Pleasant
______ Average
______ Unpleasant
______ Very unpleasant

12. The people in vocational/technical work are:

______ The kind of people I like.
______ As easy to work with as people on any job.
______ Do not know.
______ Not the people I'm used to.
______ Definitely make me uncomfortable.

13. Vocational/technical education is usually for students who are not smart enough to go to a four year college.

______ Strongly agree
______ Agree
______ Neutral
______ Disagree
______ Strongly disagree

14. Once a person graduates from a vocational/technical training program, it is very difficult for her/him to change careers.

______ Strongly agree
______ Agree
______ Neutral
______ Disagree
______ Strongly disagree

15. The pay for a vocational/technical job is:

______ Very high
______ Above average
______ Average
______ Below average
______ Very low

16. How much have you read or thought about careers in the vocational/technical education areas?

______ Very much
______ Much
______ Some
______ A little
______ None

17. What percentages of your former counselees are now training for a vocational/technical job or have a vocational/technical job?

Male		Female
______	100%	______
______	80%	______
______	60%	______
______	40%	______
______	20%	______
______	none	______

18. What percentage of your present counselees plan to take a vocational/technical course in high school?

Male	Female
______	______

19. Can students from your school take courses that teach skills with which they can earn a living? (Either at your school or at another separate institution.)

_____ Yes _____ No

20. How often do you advise students to consider vocational/technical education in their future?

Male		Female
______	Very often	______
______	Often	______
______	Sometimes	______
______	Occasionally	______
______	Never	______

21. Please name four private trade schools in the St. Louis metropolitan area.

______________________________ ______________________________

______________________________ ______________________________

22. In the next few years, what percentage of new jobs will be vocational/technical jobs? (Jobs requiring at least six months training, but not a four year college degree.)

______ 10%
______ 30%
______ 50%
______ 60%
______ 80%

23. How willing are those not directly connected with the school system to help students in career planning? (Businessmen, labor representatives, etc.)

______ Very willing
______ Ready to help if they are asked
______ Unsure, have never asked for help
______ Not very helpful
______ Not at all interested

24. In your opinion as a counselor in the St. Louis bi-state metropolitan area, the variety of vocational educational opportunities are:

______ Very high
______ High
______ Average
______ Low
______ Very low

25. Opportunities for advancement in the vocational/technical areas are:

______ Very high
______ High
______ Average
______ Low
______ Very low

26. The availability of on-the-job training in vocational/technical areas is:

______ Very high
______ High
______ Average
______ Low
______ Very low

27. The opportunities for education and training in the vocational/technical areas are:

______ Very high
______ High
______ Average
______ Low
______ Very low

28. Do you have a technical skill that is used (or could be used) in a vocation such as typing, auto repair, electronics, etc.?

______ Yes, I have two or more technical skills, and I'm pretty good with at least one of them.
______ Yes, I have a technical skill and I'm pretty good at it.
______ Yes, I have two or more technical skills, but I just know the basics.
______ Yes, I have a technical skill, but I just know the basics.
______ No, I do not have a technical skill.

29. Who do you feel your counselees have talked with the most about their career?

Mark Column 1 if you think they have talked to the person about a career.

Mark Column 2 if you think they have talked to the person about a career, but the person did not say what kind of education or career they should pursue.

Mark Column 3 if the person encouraged them to take up a vocational/technical career or education.

Mark Column 4 if the person discouraged the student from taking a vocational/technical course or career or encouraged them to go into something else (e.g., college or unskilled labor).

	1	2	3	4
A. Teachers				
B. Counselors				
C. Parents				
D. Friends				
E. Outside influence (Businessmen, etc.)				

30. Would a Career Information Center help you counsel students if it provided information on available vocational/technical course offerings of all public and private vocational/technical schools in the St. Louis bi-state area?

______ Yes
______ No
______ Maybe
______ Do not know

31. Did you participate directly in the Vocational/Technical Information Program presented by the Regional Industrial Development Corporation in the classrooms of your school during the past academic year?

_____ Yes _____ No

APPENDIX V

INSTITUTIONAL SURVEY

Name ______________________________

Name of Institution ______________________________

Your Position ______________________________

Please answer the following as completely as possible.

Calendar Year

1. Total Enrollment (If Junior College or an institution offering other instruction please limit your totals to those enrolled in vocational/technical courses or programs.)
   - ________ 1970
   - ________ 1971
   - ________ 1972

2. Number of applications (Please observe same requirements as in #1.)
   - ________ 1970
   - ________ 1971
   - ________ 1972

3. Number of new students accepted (Please observe same requirements as in #1.)
   - ________ 1970
   - ________ 1971
   - ________ 1972

Evaluation of Students:

1. The technical/vocational preparation (for your specific institution or courses) of entering students showed improvement this year.

   ______ Yes ______ No

2. Student self-motivation and career-planning is more evident this year.

   ______ Yes ______ No

APPENDIX VI

STUDENT FOLLOW-UP SURVEY

Please answer the following questions as completely and thoroughly as possible.

1. What institution are you now attending? ______________________

   ____

2. In what vocational/technical courses or programs are you enrolled?____

3. Indicate by ranking (1, 2, 3, etc.) the degree of influence each of the following had upon your decision to enter a vocational/technical school or enroll in a similar course this year.

   _____ Parents
   _____ Friends
   _____ High School Teacher
   _____ High School Counselor
   _____ Other (please specify ______________________________)

4. Which of the following provided you with the most useful information to help you make your decision to enter a vocational/technical school, program, or course this year?

   _____ The school or institution in which you are enrolled presently.
   _____ High School Teacher
   _____ High School Counselor
   _____ Other (please specify ______________________________)

5. Did you come in contact with the information campaign concerning vocational/technical education that was conducted in the area last year? (the film "The Choice Is Yours" and the speaker who presented it in the classroom, the Career Fair held at Kiel Auditorium, the radio, television and newspaper advertising, the use of the Career Information Center to obtain information)

   ____ Yes ____ No

6. If you answered "Yes" to the above please check which of the following you came in contact with and then rank the order in which they proved most valuable to your career choice. (1, 2, 3, etc.)

Came in contact with		Order of influence
	Film - "The Choice Is Yours" and classroom presentation by a speaker	
	Career Fair at Kiel Auditorium	
	Radio, television, or newspaper advertising	
	Career Information Center	

7. Please answer briefly why you decided to enroll in a vocational/ technical school, program, or course this fall.

8. If you are presently working (full or part-time) in a field requiring vocational/technical skill and/or training, please specify your position and explain the work you are doing.

APPENDIX VIIa

DIRECT CONTACT PRE-TEST -- SUBURBAN DATA

1. How much have you read or thought about careers?

VALUE	FREQ.	PCT.	
1	56	15.1%	Very much
2	73	19.7%	Much
3	149	40.3%	Some
4	76	20.5%	A little
5	16	4.3%	None
TOTAL	370		

2. How many people (besides your parents) do you know well who are training for a vocational-technical job or have a vocational-technical job?

VALUE	FREQ.	PCT.	
1	120	32.4%	None
2	47	12.7%	One
3	59	15.9%	Two-Three
4	44	11.9%	Four or more
5	99	26.8%	I don't know
	1	.3%	(Other)
TOTAL	370		

3. Which career field have you considered entering most?

VALUE	FREQ.	PCT.	
1	190	51.4%	Professional (doctor, teacher, lawyer, etc.)
2	31	8.4%	Management (in business or government)
3	93	25.1%	Skilled (programmer, welder, stenographer, electrician, etc.)
4	15	4.1%	Sales (insurance, in a store, etc.)
5	3	.8%	Unskilled (janitor, maid, etc.)
6	26	7.0%	Housewife
0	1	.3%	No response
	11	3.0%	(Other)
TOTAL	370		

4. Which is your second choice for a career field?

VALUE	FREQ.	PCT.	
1	47	12.7%	Professional
2	48	13.0%	Management
3	62	16.8%	Skilled
4	34	9.2%	Sales
5	3	.8%	Unskilled
6	53	14.3%	Housewife
7	118	31.9%	I have not considered a second choice
	5	1.4%	(Other)
TOTAL	370		

5. How definite is your career choice?

VALUE	FREQ.	PCT.	
1	38	10.3%	Final
2	134	36.2%	Fairly certain
3	123	33.2%	Unsure
4	44	11.9%	Only a guess
5	31	8.4%	I have made no choice at all
TOTAL	370		

6. Do you plan to have more than one major occupation during your working life?

VALUE	FREQ.	PCT.	
1	123	33.2%	Yes
2	187	50.5%	I have not considered this
3	58	15.7%	No
	2	.5%	(Other)
TOTAL	370		

7. Do you plan to take a vocational-technical course in high school?

VALUE	FREQ.	PCT.	
1	24	6.5%	Definitely
2	84	22.7%	Probably
3	164	44.3%	Unsure
4	96	25.9%	No
5	2	.5%	I am a senior
TOTAL	370		

8. What do you plan to do when you leave high school?

VALUE	FREQ.	PCT.	
1	185	50.0%	Go to a 4-year college
2	37	10.0%	Go to a junior college
3	27	7.3%	Go to a vocational-technical school
4	58	15.7%	Get a job
5	14	3.8%	Join the armed forces
6	46	12.4%	I have no plans
	3	.8%	(Other)
TOTAL	370		

Items 9-20 are the names of various jobs. Answer Yes if you think the job is a vocational-technical job. Answer No if you think the job is not vocational-technical.

9. Barber or Beautician

VALUE	FREQ.	PCT.	
1	271	73.2%	Yes
2	97	26.2%	No
	2	.5%	(Other)
TOTAL	370		

10. Mail carrier

VALUE	FREQ.	PCT.	
1	179	48.4%	Yes
2	187	50.5%	No
	4	1.1%	(Other)
TOTAL	370		

11. Bank teller

VALUE	FREQ.	PCT.	
1	199	53.8%	Yes
2	168	45.4%	No
	3	.8%	(Other)
TOTAL	370		

12. Bricklayer

VALUE	FREQ.	PCT.	
1	221	59.7%	Yes
2	144	38.9%	No
	5	1.4%	(Other)
TOTAL	370		

13. Secretary

VALUE	FREQ.	PCT.	
1	257	69.5%	Yes
2	110	29.7%	No
	3	.8%	(Other)
TOTAL	370		

14. Engineer

VALUE	FREQ.	PCT.	
1	185	50.0%	Yes
2	181	48.9%	No
	4	1.1%	(Other)
TOTAL	370		

15. Biologist

VALUE	FREQ.	PCT.	
1	133	35.9%	Yes
2	234	63.2%	No
	3	.8%	(Other)
TOTAL	370		

16. Sheet metal worker

VALUE	FREQ.	PCT.	
1	256	69.2%	Yes
2	108	29.2%	No
	6	1.6%	(Other)
TOTAL	370		

17. Key punch operator

VALUE	FREQ.	PCT.	
1	264	71.4%	Yes
2	101	27.3%	No
	5	1.4%	(Other)
TOTAL	370		

18. Waiter or Waitress

VALUE	FREQ.	PCT.	
1	160	43.2%	Yes
2	207	55.9%	No
	3	.8%	(Other)
TOTAL	370		

19. Computer Programmer

VALUE	FREQ.	PCT.	
1	283	76.5%	Yes
2	83	22.4%	No
	4	1.1%	(Other)
TOTAL	370		

20. Medical or Dental Laboratory Technician

VALUE	FREQ.	PCT.	
1	206	55.7%	Yes
2	161	43.5%	No
	3	.8%	(Other)
TOTAL	370		

21. Can students from your school take courses that teach skills which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

VALUE	FREQ.	PCT.	
1	221	59.7%	Yes
2	117	31.6%	Don't know
3	31	8.4%	No
	1	.3%	(Other)
TOTAL	370		

22. How many of these high school vocational courses can you name?

VALUE	FREQ.	PCT.	
1	118	31.9%	None
2	55	14.9%	One
3	52	14.1%	Two
4	57	15.4%	Three
5	82	22.2%	Four or more
	5	1.4%	No response
	1	.3%	(Other)
TOTAL	370		

23. Do you know the name and location of the nearest junior college?

VALUE	FREQ.	PCT.	
1	218	58.9%	Yes
2	90	24.3%	I think so
3	60	16.2%	No
	2	.5%	(Other)
TOTAL	370		

24. How many private trade schools do you know of in the St. Louis metropolitan area?

VALUE	FREQ.	PCT.	
1	187	50.5%	None
2	79	21.4%	One
3	62	16.8%	Two
4	25	6.8%	Three
5	14	3.8%	Four or more
	3	.8%	No response
TOTAL	370		

25. In the next few years, what percent of new jobs will be vocational-technical jobs (jobs that require at least six months training but no college?)

VALUE	FREQ.	PCT.	
1	17	4.6%	10
2	102	27.6%	30
3	120	32.4%	50
4	83	22.4%	60
5	35	9.5%	80
	13	3.5%	(Other)
TOTAL	370		

26. The pay for a vocational-technical job is:

VALUE	FREQ.	PCT.	
1	12	3.2%	More than enough for me
2	71	19.2%	About what I want
3	241	65.1%	Don't know
4	33	8.9%	Somewhat less than I want
5	10	2.7%	Far too little for me
	3	.8%	(Other)
TOTAL	370		

27. The physical surroundings on a vocational-technical job are:

VALUE	FREQ.	PCT.	
1	20	5.4%	Very pleasant
2	119	32.2%	Probably pleasant enough for me
3	205	55.4%	Don't know
4	17	4.6%	Mildly unpleasant
5	5	1.4%	Too unpleasant for me
	4	1.1%	(Other)
TOTAL	370		

28. The people in vocational-technical jobs are:

VALUE	FREQ.	PCT.	
1	11	3.0%	The kind of people I like
2	94	25.4%	As easy to work with as people on any job
3	249	67.3%	Don't know
4	10	2.7%	Not the people I am used to
5	2	.5%	Definitely make me uncomfortable
	4	1.1%	(Other)
TOTAL	370		

29. I think vocational-technical work is:

VALUE	FREQ.	PCT.	
1	86	23.2%	Very important
2	74	20.0%	Important enough for me to do
3	123	33.2%	Don't know
4	83	22.4%	Not as important as some things I might do
5	1	.3%	Not important
	3	.8%	(Other)
TOTAL	370		

30. The opportunity for advancement in vocational-technical job is:

VALUE	FREQ.	PCT.	
1	15	4.1%	More than enough for me
2	92	24.9%	Enough for me
3	219	59.2%	Don't know
4	30	8.1%	Less than I would like
5	10	2.7%	Much too little for me
	4	1.1%	(Other)
TOTAL	370		

31. Vocational-technical work would hold my interest:

VALUE	FREQ.	PCT.	
1	26	7.0%	All of the time
2	90	24.3%	Most of the time
3	132	35.7%	Don't know
4	85	23.0%	Some of the time
5	34	9.2%	Only a little or not at all
	3	.8%	(Other)
TOTAL	370		

32. "Job security" means how safe you are from losing a job. The security of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	18	4.9%	More than enough for me
2	77	20.8%	Enough for me
3	218	58.9%	Don't know
4	42	11.4%	Not as much as I would like
5	10	2.7%	Far too little for me
	5	1.4%	(Other)
TOTAL	370		

33. The social status of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	21	5.7%	Very high
2	79	21.4%	High enough for me
3	227	61.4%	Don't know
4	34	9.2%	A little lower than I would like
5	2	.5%	Far too low for me
	7	1.9%	(Other)
TOTAL	370		

34. Almost everyone should go to a four-year college after high school if he can afford it.

VALUE	FREQ.	PCT.	
1	36	9.7%	Strongly agree
2	83	22.4%	Agree
3	105	28.4%	Neutral
4	106	28.6%	Disagree
5	36	9.7%	Strongly disagree
	4	1.1%	(Other)
TOTAL	370		

35. Vocational and technical education is usually for students who are not smart enough to go to a four year college.

VALUE	FREQ.	PCT.	
1	9	2.4%	Strongly agree
2	42	11.4%	Agree
3	62	16.8%	Neutral
4	168	45.4%	Disagree
5	86	23.2%	Strongly disagree
	3	.8%	(Other)
TOTAL	370		

36. Once you graduate from a vocational training program, it is difficult to change careers.

VALUE	FREQ.	PCT.	
1	10	2.7%	Strongly agree
2	53	14.3%	Agree
3	154	41.6%	Neutral
4	122	33.0%	Disagree
5	25	6.8%	Strongly disagree
	6	1.6%	(Other)
TOTAL	370		

37. How willing are businessmen to help you plan your career?

VALUE	FREQ.	PCT.	
1	21	5.7%	Very willing
2	64	17.3%	Ready to help if I ask them
3	264	71.4%	Unsure/never asked
4	11	3.0%	Businessmen are not very helpful
5	8	2.2%	Businessmen don't care about helping me plan my career
	2	.5%	(Other)
TOTAL	370		

38. How often do you advise your friends to consider vocational-technical education in their future?

VALUE	FREQ.	PCT.	
1	9	2.4%	Very often
2	15	4.1%	Often
3	43	11.6%	Sometimes
4	51	13.8%	Occasionally
5	248	67.0%	Never
	4	1.1%	(Other)
TOTAL	370		

We would like to know who you've talked to about careers and what they've said.

39. Teachers

VALUE	FREQ.	PCT.	
1	233	63.0%	Not discussed
2	78	21.1%	Discussed, no comment
3	30	8.1%	Discussed, encouraged Voc-Ed
4	25	6.8%	Discussed, discouraged Voc-Ed or encouraged other
	4	1.1%	(Other)
TOTAL	370		

40. Counselors

VALUE	FREQ.	PCT.	
1	215	58.1%	Not discussed
2	79	21.4%	Discussed, no comment
3	44	11.9%	Discussed, encouraged Voc-Ed
4	28	7.6%	Discussed, discouraged Voc-Ed or encouraged other
	4	1.1%	(Other)
TOTAL	370		

41. Family

VALUE	FREQ.	PCT.	
1	84	22.7%	Not discussed
2	116	31.4%	Discussed, no comment
3	80	21.6%	Discussed, encouraged Voc-Ed
4	86	23.2%	Discussed, discouraged Voc-Ed or encouraged other
	4	1.1%	(Other)
TOTAL	370		

42. Friends

VALUE	FREQ.	PCT.	
1	137	37.0%	Not discussed
2	128	34.6%	Discussed, no comment
3	57	15.4%	Discussed, encouraged Voc-Ed
4	44	11.9%	Discussed, discouraged Voc-Ed or encouraged other
	4	1.1%	(Other)
TOTAL	370		

43. Businessmen

VALUE	FREQ.	PCT.	
1	296	80.0%	Not discussed
2	35	9.5%	Discussed, no comment
3	17	4.6%	Discussed, encouraged Voc-Ed
4	16	4.3%	Discussed, discouraged Voc-Ed or encouraged other
	6	1.6%	(Other)
TOTAL	370		

44. Have you heard of the Career Fair at Kiel Auditorium on April 25, 26, and 27?

VALUE	FREQ.	PCT.	
1	257	69.5%	Yes
2	105	28.4%	No
	8	2.2%	(Other)
TOTAL	370		

45. If the Career Fair has not yet occurred, will you attend the Career Fair?

VALUE	FREQ.	PCT.	
1	133	35.9%	Yes
2	54	14.6%	Probably
3	84	22.7%	Unsure
4	83	22.4%	No
	16	4.3%	(Other)
TOTAL	370		

46. If the Career Fair has already occurred, did you attend?

VALUE	FREQ.	PCT.	
1	22	5.9%	Yes
2	57	15.4%	No
0	279	75.4%	No response
	12	3.2%	(Other)
TOTAL	370		

47. Would you like to know more about vocational-technical school and skilled jobs?

VALUE	FREQ.	PCT.	
1	113	30.5%	Yes, much more
2	165	44.6%	Yes, a little more
3	68	18.4%	No
	24	6.5%	(Other)
TOTAL	370		

48. Do you have a technical skill that is used in a vocation, such as typing, auto repair, electronics? You may have learned it on a job, as a hobby, or as part of school.

VALUE	FREQ.	PCT.	
1	35	9.5%	Two or more technical skills and I am good with one of them
2	44	11.9%	Yes, I have a technical skill and I am pretty good at it
3	36	9.7%	Yes, two or more technical skills but I know only the basics
4	79	21.4%	Yes, I have a technical skill but I just know the basics
5	164	44.3%	No, I do not have a technical skill
	12	3.2%	(Other)
TOTAL	370		

49. What has been your average grade in school this year and last year?

VALUE	FREQ.	PCT.	
1	87	23.5%	A
2	167	45.1%	B
3	70	18.9%	C
4	12	3.2%	D
	34	9.2%	(Other)
TOTAL	370		

50. Can your parents pay for your education after high school, whether it is college, vocational-technical school, or junior college?

VALUE	FREQ.	PCT.	
1	169	45.7%	Yes
2	89	24.1%	My parents can pay for part of my education
3	28	7.6%	They cannot afford to pay for any education after high school
4	66	17.8%	I don't know what my parents can afford
	18	4.9%	(Other)
TOTAL	370		

51. What was the highest level of formal education reached by your father?

VALUE	FREQ.	PCT.	
1	18	4.9%	Grammar school
2	74	20.0%	Some high school
3	83	22.4%	High school graduate
4	57	15.4%	Some college, junior college, or vocational school
5	113	30.5%	Graduated from a four year college
	25	6.8%	(Other)
TOTAL	370		

52. What was the highest level of formal education reached by your mother?

VALUE	FREQ.	PCT.	
1	16	4.3%	Grammar school
2	53	14.3%	Some high school
3	125	33.8%	High school graduate
4	68	18.4%	Some college, junior college, or vocational school
5	88	23.8%	Graduated from a four year college
	20	5.4%	(Other)
TOTAL	370		

53. In what area is or was your father's occupation?

VALUE	FREQ.	PCT.	
1	88	23.8%	Professional (doctor, teacher, lawyer, etc.)
2	87	23.5%	Management (in business or government)
3	97	26.2%	Vocational-technical (welder, stenographer, electrician, lab technician)
4	40	10.8%	Sales (insurance, in a store, etc.)
5	29	7.8%	Unskilled (janitor, night watchman, etc.)
	29	7.8%	(Other)
TOTAL	370		

54. In what area is or was your mother's occupation?

VALUE	FREQ.	PCT.	
1	77	20.8%	Professional
2	29	7.8%	Management
3	62	16.8%	Vocational-technical
4	30	8.1%	Sales
5	16	4.3%	Unskilled
6	126	34.1%	Housewife
0	1	.3%	No response
	29	7.8%	(Other)
TOTAL	370		

APPENDIX VIIb

DIRECT CONTACT POST-TEST -- SUBURBAN DATA

1. How much have you read or thought about careers?

VALUE	FREQ.	PCT.	
1	52	16.2%	Very much
2	71	22.1%	Much
3	111	34.6%	Some
4	65	20.2%	A little
5	19	5.9%	None
	3	.9%	(Other)
TOTAL	321		

2. How many people (besides your parents) do you know well who are training for a vocational-technical job or have a vocational-technical job?

VALUE	FREQ.	PCT.	
1	98	30.5%	None
2	38	11.8%	One
3	62	19.3%	Two-Three
4	49	15.3%	Four or more
5	71	22.1%	I don't know
	3	.9%	(Other)
TOTAL	321		

3. Which career field have you considered entering most?

VALUE	FREQ.	PCT.	
1	135	42.1%	Professional (doctor, teacher, lawyer, etc.)
2	40	12.5%	Management (in business or government)
3	88	27.4%	Skilled (programmer, welder, stenographer, electrician, etc.)
4	17	5.3%	Sales (insurance, in a store, etc.)
5	5	1.6%	Unskilled (janitor, maid, etc.)
6	21	6.5%	Housewife
0	1	.3%	No response
	14	4.4%	(Other)
TOTAL	321		

4. Which is your second choice for a career field?

VALUE	FREQ.	PCT.	
1	56	17.4%	Professional
2	42	13.1%	Management
3	50	15.6%	Skilled
4	21	6.5%	Sales
5	5	1.6%	Unskilled
6	44	13.7%	Housewife
7	95	29.6%	I have not considered a second choice
0	1	.3%	No response
	7	2.2%	(Other)
TOTAL	321		

5. How definite is your career choice?

VALUE	FREQ.	PCT.	
1	39	12.1%	Final
2	132	41.1%	Fairly certain
3	98	30.5%	Unsure
4	35	10.9%	Only a guess
5	11	3.4%	I have made no choice at all
	6	1.9%	(Other)
TOTAL	321		

6. Do you plan to have more than one major occupation during your working life?

VALUE	FREQ.	PCT.	
1	93	29.0%	Yes
2	160	49.8%	I have not considered this
3	61	19.0%	No
	7	2.2%	(Other)
TOTAL	321		

7. Do you plan to take a vocational-technical course in high school?

VALUE	FREQ.	PCT.	
1	54	16.8%	Definitely
2	54	16.8%	Probably
3	93	29.0%	Unsure
4	109	34.0%	No
5	3	.9%	I am a senior
	8	2.5%	(Other)
TOTAL	321		

8. What do you plan to do when you leave high school?

VALUE	FREQ.	PCT.	
1	138	43.0%	Go to a 4-year college
2	38	11.8%	Go to a junior college
3	31	9.7%	Go to a vocational-technical school
4	53	16.5%	Get a job
5	18	5.6%	Join the armed forces
6	35	10.9%	I have no plans
	8	2.5%	(Other)
TOTAL	321		

Items 9-20 are the names of various jobs. Answer Yes if you think the job is a vocational-technical job. Answer No if you think the job is not vocational-technical.

9. Barber or Beautician

VALUE	FREQ.	PCT.	
1	246	76.6%	Yes
2	71	22.1%	No
	4	1.2%	(Other)
TOTAL	321		

10. Mail carrier

VALUE	FREQ.	PCT.	
1	133	41.4%	Yes
2	181	56.4%	No
	7	2.2%	(Other)
TOTAL	321		

11. Bank teller

VALUE	FREQ.	PCT.	
1	164	51.1%	Yes
2	150	46.7%	No
	7	2.2%	(Other)
TOTAL	321		

12. Bricklayer

VALUE	FREQ.	PCT.	
1	200	62.3%	Yes
2	114	35.5%	No
	7	2.2%	(Other)
TOTAL	321		

13. Secretary

VALUE	FREQ.	PCT.	
1	254	79.1%	Yes
2	63	19.6%	No
3	4	1.2%	(Other)
TOTAL	321		

14. Engineer

VALUE	FREQ.	PCT.	
1	191	59.5%	Yes
2	122	38.0%	No
	8	2.5%	(Other)
TOTAL	321		

15. Biologist

VALUE	FREQ.	PCT.	
1	110	34.3%	Yes
2	205	63.9%	No
	6	1.9%	(Other)
TOTAL	321		

16. Sheet metal worker

VALUE	FREQ.	PCT.	
1	248	77.3%	Yes
2	68	21.2%	No
	5	1.6%	(Other)
TOTAL	321		

17. Key punch operator

VALUE	FREQ.	PCT.	
1	246	76.6%	Yes
2	70	21.8%	No
	5	1.6%	(Other)
TOTAL	321		

18. Waiter or Waitress

VALUE	FREQ.	PCT.	
1	132	41.1%	Yes
2	180	56.1%	No
	9	2.8%	(Other)
TOTAL	321		

19. Computer Programmer

VALUE	FREQ.	PCT.	
1	268	83.5%	Yes
2	46	14.3%	No
	7	2.2%	(Other)
TOTAL	321		

20. Medical or Dental Laboratory Technician

VALUE	FREQ.	PCT.	
1	194	60.4%	Yes
2	121	37.7%	No
	6	1.9%	(Other)
TOTAL	321		

21. Can students from your school take courses that teach skills which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

VALUE	FREQ.	PCT.	
1	177	55.1%	Yes
2	113	35.2%	Don't know
3	22	6.9%	No
	9	2.8%	(Other)
TOTAL	321		

22. How many of these high school vocational courses can you name?

VALUE	FREQ.	PCT.	
1	97	30.2%	None
2	44	13.7%	One
3	64	19.9%	Two
4	35	10.9%	Three
5	71	22.1%	Four or more
	6	1.9%	No response
	4	1.2%	(Other)
TOTAL	321		

23. Do you know the name and location of the nearest junior college?

VALUE	FREQ.	PCT.	
1	187	58.3%	Yes
2	80	24.9%	I think so
3	44	13.7%	No
	10	3.1%	(Other)
TOTAL	321		

24. How many private trade schools do you know of in the St. Louis metropolitan area?

VALUE	FREQ.	PCT.	
1	121	37.7%	None
2	71	22.1%	One
3	70	21.8%	Two
4	25	7.8%	Three
5	25	7.8%	Four or more
	6	1.9%	No response
	3	.9%	(Other)
TOTAL	321		

25. In the next few years, what percent of new jobs will be vocational-technical jobs (jobs that require at least six months training but no college?)

VALUE	FREQ.	PCT.	
1	18	5.6%	10
2	45	14.0%	30
3	75	23.4%	50
4	92	28.7%	60
5	79	24.6%	80
0	1	.3%	No response
	11	3.4%	(Other)
TOTAL	321		

26. The pay for a vocational-technical job is:

VALUE	FREQ.	PCT.	
1	9	2.8%	More than enough for me
2	89	27.7%	About what I want
3	169	52.6%	Don't know
4	33	10.3%	Somewhat less than I want
5	17	5.3%	Far too little for me
	4	1.2%	(Other)
TOTAL	321		

27. The physical surroundings on a vocational-technical job are:

VALUE	FREQ.	PCT.	
1	27	8.4%	Very pleasant
2	75	23.4%	Probably pleasant enough for me
3	183	57.0%	Don't know
4	13	4.0%	Mildly unpleasant
5	17	5.3%	Too unpleasant for me
	6	1.9%	(Other)
TOTAL	321		

28. The people in vocational-technical jobs are:

VALUE	FREQ.	PCT.	
1	15	4.7%	The kind of people I like
2	77	24.0%	As easy to work with as people on any job
3	210	65.4%	Don't know
4	4	1.2%	Not the people I am used to
5	9	2.8%	Definitely make me uncomfortable
	6	1.9%	(Other)
TOTAL	321		

29. I think vocational-technical work is:

VALUE	FREQ.	PCT.	
1	66	20.6%	Very important
2	80	24.6%	Important enough for me to do
3	94	29.3%	Don't know
4	65	20.2%	Not as important as some things I might do
5	10	3.1%	Not important
	6	1.9%	(Other)
TOTAL	321		

30. The opportunity for advancement in vocational-technical job is:

VALUE	FREQ.	PCT.	
1	21	6.5%	More than enough for me
2	86	26.8%	Enough for me
3	172	53.6%	Don't know
4	25	7.8%	Less than I would like
5	11	3.4%	Much too little for me
	6	1.9%	(Other)
TOTAL	321		

31. Vocational-technical work would hold my interest:

VALUE	FREQ.	PCT.	
1	33	10.3%	All of the time
2	70	21.8%	Most of the time
3	118	36.8%	Don't know
4	52	16.2%	Some of the time
5	41	12.8%	Only a little or not at all
	7	2.2%	(Other)
TOTAL	321		

32. "Job security" means how safe you are from losing a job. The security of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	24	7.5%	More than enough for me
2	74	23.1%	Enough for me
3	171	53.3%	Don't know
4	29	9.0%	Not as much as I would like
5	15	4.7%	Far too little for me
	8	2.5%	(Other)
TOTAL	321		

33. The social status of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	24	7.5%	Very high
2	70	21.8%	High enough for me
3	168	52.3%	Don't know
4	37	11.5%	A little lower than I would like
5	11	3.4%	Far too low for me
	11	3.4%	(Other)
TOTAL	321		

34. Almost everyone should go to a four-year college after high school if he can afford it.

VALUE	FREQ.	PCT.	
1	31	9.7%	Strongly agree
2	60	18.7%	Agree
3	80	24.9%	Neutral
4	101	31.5%	Disagree
5	42	13.1%	Strongly disagree
0	1	.3%	No response
	6	1.9%	(Other)
TOTAL	321		

35. Vocational and technical education is usually for students who are not smart enough to go to a four year college.

VALUE	FREQ.	PCT.	
1	12	3.7%	Strongly agree
2	27	8.4%	Agree
3	53	16.5%	Neutral
4	141	43.9%	Disagree
5	80	24.9%	Strongly disagree
0	1	.3%	No response
	7	2.2%	(Other)
TOTAL	321		

36. Once you graduate from a vocational training program, it is difficult to change careers.

VALUE	FREQ.	PCT.	
1	15	4.7%	Strongly agree
2	41	12.8%	Agree
3	124	38.6%	Neutral
4	106	33.0%	Disagree
5	24	7.5%	Strongly disagree
	11	3.4%	(Other)
TOTAL	321		

37. How willing are businessmen to help you plan your career?

VALUE	FREQ.	PCT.	
1	23	7.2%	Very willing
2	72	22.4%	Ready to help if I ask them
3	188	58.6%	Unsure/never asked
4	17	5.3%	Businessmen are not very helpful
5	13	4.0%	Businessmen don't care about helping me plan my career
	8	2.5%	(Other)
TOTAL	321		

38. How often do you advise your friends to consider vocational-technical education in their future?

VALUE	FREQ.	PCT.	
1	15	4.7%	Very often
2	18	5.6%	Often
3	55	17.1%	Sometimes
4	50	15.6%	Never
5	173	53.9%	Never
	10	3.1%	(Other)
TOTAL	321		

We would like to know who you've talked to about careers and what they've said.

39. Teachers

VALUE	FREQ.	PCT.	
1	173	53.9%	Not discussed
2	65	20.2%	Discussed, no comment
3	43	13.4%	Discussed, encouraged Voc-Ed
4	30	9.3%	Discussed, discouraged Voc-Ed or encouraged other
	10	3.1%	(Other)
TOTAL	321		

40. Counselors

VALUE	FREQ.	PCT.	
1	165	51.4%	Not discussed
2	66	20.6%	Discussed, no comment
3	46	14.3%	Discussed, encouraged Voc-Ed
4	32	10.0%	Discussed, discouraged Voc-Ed or encouraged other
	12	3.7%	(Other)
TOTAL	321		

41. Family

VALUE	FREQ.	PCT.	
1	80	24.9%	Not discussed
2	84	26.2%	Discussed, no comment
3	62	19.3%	Discussed, encouraged Voc-Ed
4	84	26.2%	Discussed, discouraged Voc-Ed or encouraged other
	11	3.4%	(Other)
TOTAL	321		

42. Friends

VALUE	FREQ.	PCT.	
1	124	38.6%	Not discussed
2	104	32.4%	Discussed, no comment
3	42	13.1%	Discussed, encouraged Voc-Ed
4	41	12.8%	Discussed, discouraged Voc-Ed or encouraged other
	10	3.1%	(Other)
TOTAL	321		

43. Businessmen

VALUE	FREQ.	PCT.	
1	228	71.0%	Not discussed
2	29	9.0%	Discussed, no comment
3	39	12.1%	Discussed, encouraged Voc-Ed
4	14	4.4%	Discussed, discouraged Voc-Ed or encouraged other
	11	3.4%	(Other)
TOTAL	321		

44. Have you heard of the Career Fair at Kiel Auditorium on April 25, 26, and 27?

VALUE	FREQ.	PCT.	
1	290	90.3%	Yes
2	15	4.7%	No
	16	5.0%	(Other)
TOTAL	321		

45. If the Career Fair has not yet occurred, will you attend the Career Fair?

VALUE	FREQ.	PCT.	
1	55	17.1%	Yes
2	27	8.4%	Probably
3	15	4.7%	Unsure
4	18	5.6%	No
0	1	.3%	No response
	205	63.9%	(Other)
TOTAL	321		

46. If the Career Fair has already occurred, did you attend?

VALUE	FREQ.	PCT.	
1	157	48.9%	Yes
2	117	36.4%	No
0	32	10.0%	No response
	15	4.7%	(Other)
TOTAL	321		

47. Would you like to know more about vocational-technical school and skilled jobs?

VALUE	FREQ.	PCT.	
1	96	29.9%	Yes, much more
2	113	35.2%	Yes, a little more
3	86	26.8%	No
	26	8.1%	(Other)
TOTAL	321		

48. Do you have a technical skill that is used in a vocation, such as typing, auto repair, electronics? You may have learned it on a job, as a hobby, or as part of school.

VALUE	FREQ.	PCT.	
1	36	11.2%	Two or more technical skills and I am good with one of them
2	41	12.8%	Yes, I have a technical skill and I am pretty good at it
3	36	11.2%	Yes, two or more technical skills but I only know the basics
4	62	19.3%	Yes, I have a technical skill but I just know the basics
5	135	42.1%	No, I do not have a technical skill
	11	3.4%	(Other)
TOTAL	321		

49. What has been your average grade in school this year and last year?

VALUE	FREQ.	PCT.	
1	75	23.4%	A
2	137	42.7%	B
3	58	18.1%	C
4	11	3.4%	D
	40	12.5%	(Other)
TOTAL	321		

50. Can your parents pay for your education after high school, whether it is college, vocational-technical school, or junior college?

VALUE	FREQ.	PCT.	
1	149	46.4%	Yes
2	79	24.6%	My parents can pay for part of my education
3	29	9.0%	They cannot afford to pay for any education after high school
4	47	14.6%	I don't know what my parents can afford
	17	5.3%	(Other)
TOTAL	321		

51. What was the highest level of formal education reached by your father?

VALUE	FREQ.	PCT.	
1	20	6.2%	Grammar school
2	59	18.4%	Some high school
3	82	25.5%	High school graduate
4	43	13.4%	Some college, junior college, or vocational school
5	95	29.6%	Graduated from a four year college
	22	6.9%	(Other)
TOTAL	321		

52. What was the highest level of formal education reached by your mother?

VALUE	FREQ.	PCT.	
1	16	5.0%	Grammar school
2	47	14.6%	Some high school
3	113	35.2%	High school graduate
4	56	17.4%	Some college, junior college, or vocational school
5	73	22.7%	Graduated from a four year college
	16	5.0%	(Other)
TOTAL	321		

53. In what area is or was your father's occupation?

VALUE	FREQ.	PCT.	
1	85	26.5%	Professional (doctor, teacher, lawyer, etc.)
2	85	26.5%	Management (in business or government)
3	66	20.6%	Vocational-technical (welder, stenographer, electrician, lab technician)
4	31	9.7%	Sales (insurance, in a store, etc.)
5	27	8.4%	Unskilled (janitor, night watchman, etc.)
	27	8.4%	(Other)
TOTAL	321		

54. In what area is or was your mother's occupation?

VALUE	FREQ.	PCT.	
1	60	18.7%	Professional
2	29	9.0%	Management
3	46	14.3%	Vocational-technical
4	26	8.1%	Sales
5	10	3.1%	Unskilled
6	127	39.6%	Housewife
	23	7.2%	(Other)
TOTAL	321		

APPENDIX VIII

DIRECT CONTACT POST-TEST CONTROL GROUP -- SUBURBAN DATA

1. How much have you read or thought about careers?

VALUE	FREQ.	PCT.	
1	17	8.6%	Very much
2	39	19.7%	Much
3	84	42.4%	Some
4	44	22.2%	A little
5	13	6.6%	None
	1	.5%	(Other)
TOTAL	198		

2. How many people (besides your parents) do you know well who are training for a vocational-technical job or have a vocational-technical job?

VALUE	FREQ.	PCT.	
1	38	19.2%	None
2	18	9.1%	One
3	40	20.2%	Two-Three
4	36	18.2%	Four or more
5	64	32.3%	I don't know
	2	1.0%	(Other)
TOTAL	198		

3. Which career field have you considered entering most?

VALUE	FREQ.	PCT.	
1	70	35.4%	Professional (doctor, teacher, lawyer, etc.)
2	18	9.1%	Management (in business or government)
3	70	35.4%	Skilled (programmer, welder, stenographer, electrician, lab technician, etc.)
4	13	6.6%	Sales (insurance, in a store, etc.)
5	8	4.0%	Unskilled (janitor, maid, etc.)
6	18	9.1%	Housewife
	1	.5%	(Other)
TOTAL	198		

4. Which is your second choice for a career field?

VALUE	FREQ.	PCT.	
1	21	10.6%	Professional
2	15	7.6%	Management
3	55	27.8%	Skilled
4	19	9.6%	Sales
5	4	2.0%	Unskilled
6	29	14.6%	Housewife
7	54	27.3%	I have not considered a second choice
	1	.5%	(Other)
TOTAL	198		

5. How definite is your career choice?

VALUE	FREQ.	PCT.	
1	16	8.1%	Final
2	78	39.4%	Fairly certain
3	66	33.3%	Unsure
4	22	11.1%	Only a guess
5	16	8.1%	I have made no choice at all
TOTAL	198		

6. Do you plan to have more than one major occupation during your working life?

VALUE	FREQ.	PCT.	
1	50	25.3%	Yes
2	105	53.0%	I have not considered this
3	42	21.2%	No
	1	.5%	(Other)
TOTAL	198		

7. Do you plan to take a vocational-technical course in high school?

VALUE	FREQ.	PCT.	
1	32	16.2%	Definitely
2	39	19.7%	Probably
3	62	31.3%	Unsure
4	61	30.8%	No
5	2	1.0%	I am a senior
	2	1.0%	(Other)
TOTAL	198		

8. What do you plan to do when you leave high school?

VALUE	FREQ.	PCT.	
1	61	30.8%	Go to a 4-year college
2	28	14.1%	Go to a junior college
3	21	10.6%	Go to a vocational-technical school
4	48	24.2%	Get a job
5	14	7.1%	Join the armed forces
6	26	13.1%	I have no plans
TOTAL	198		

Items 9-20 are the names of various jobs. Answer Yes if you think the job is a vocational-technical job, answer No if you think the job is not vocational-technical.

9. Barber or Beautician

VALUE	FREQ.	PCT.	
1	122	61.6%	Yes
2	74	37.4%	No
	2	1.0%	(Other)
TOTAL	198		

10. Mail Carrier

VALUE	FREQ.	PCT.	
1	66	33.3%	Yes
2	130	65.7%	No
	2	1.0%	(Other)
TOTAL	198		

11. Bank Teller

VALUE	FREQ.	PCT.	
1	84	42.4%	Yes
2	112	56.6%	No
	2	1.0%	(Other)
TOTAL	198		

12. Bricklayer

VALUE	FREQ.	PCT.	
1	102	51.5%	Yes
2	95	48.0%	No
	1	.5%	(Other)
TOTAL	198		

13. Secretary

VALUE	FREQ.	PCT.	
1	129	65.2%	Yes
2	68	34.3%	No
	1	.5%	(Other)
TOTAL	198		

14. Engineer

VALUE	FREQ.	PCT.	
1	116	58.6%	Yes
2	80	40.4%	No
	2	1.0%	(Other)
TOTAL	198		

15. Biologist

VALUE	FREQ.	PCT.	
1	84	42.4%	Yes
2	111	56.1%	No
	3	1.5%	(Other)
TOTAL	198		

16. Sheet metal worker

VALUE	FREQ.	PCT.	
1	137	69.2%	Yes
2	59	29.8%	No
	2	1.0%	(Other)
TOTAL	198		

17. Key punch operator

VALUE	FREQ.	PCT.	
1	111	56.1%	Yes
2	84	42.4%	No
	3	1.5%	(Other)
TOTAL	198		

18. Waiter or Waitress

VALUE	FREQ.	PCT.	
1	59	29.8%	Yes
2	137	69.2%	No
	2	1.0%	(Other)
TOTAL	198		

19. Computer Programmer

VALUE	FREQ.	PCT.	
1	136	68.7%	Yes
2	60	30.3%	No
	2	1.0%	(Other)
TOTAL	198		

20. Medical or Dental Laboratory Technician

VALUE	FREQ.	PCT.	
1	102	51.5%	Yes
2	95	48.0%	No
	1	.5%	(Other)
TOTAL	198		

21. Can students from your school take courses that teach skills with which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

VALUE	FREQ.	PCT.	
1	138	69.7%	Yes
2	48	24.2%	Don't know
3	12	6.1%	No
TOTAL	198		

22. How many of these high school vocational courses can you name?

VALUE	FREQ.	PCT.	
1	57	28.8%	None
2	21	10.6%	One
3	26	13.1%	Two
4	37	18.7%	Three
5	57	28.8%	Four or more
TOTAL	198		

23. Do you know the name and location of the nearest junior college?

VALUE	FREQ.	PCT.	
1	102	51.5%	Yes
2	45	22.7%	I think so
3	47	23.7%	No
	4	2.0%	(Other)
TOTAL	198		

24. How many private trade schools do you know of in the St. Louis metropolitan area?

VALUE	FREQ.	PCT.	
1	71	35.9%	None
2	66	33.3%	One
3	31	15.7%	Two
4	20	10.1%	Three
5	6	3.0%	Four or more
	2	1.0%	No response
	2	1.0%	(Other)
TOTAL	198		

25. In the next few years, what percent of new jobs will be vocational-technical jobs (jobs that require at least six months training but no college)?

VALUE	FREQ.	PCT.	
1	29	14.6%	10
2	48	24.2%	30
3	51	25.8%	50
4	45	22.7%	60
5	24	12.1%	80
	1	.5%	(Other)
TOTAL	198		

26. The pay for a vocational-technical job is:

VALUE	FREQ.	PCT.	
1	9	4.5%	More than enough for me
2	47	23.7%	About what I want
3	118	59.6%	Don't know
4	16	8.1%	Somewhat less than I want
5	8	4.0%	Far too little for me
TOTAL	198		

27. The physical surroundings on a vocational-technical job are:

VALUE	FREQ.	PCT.	
1	16	8.1%	Very pleasant
2	56	28.3%	Probably pleasant enough for me
3	106	53.5%	Don't know
4	10	5.1%	Mildly Unpleasant
5	10	5.1%	Too unpleasant for me
TOTAL	198		

28. The people in vocational-technical jobs are:

VALUE	FREQ.	PCT.	
1	10	5.1%	The kind of people I like
2	41	20.7%	As easy to work with as people on any job
3	131	66.2%	Don't know
4	10	5.1%	Not the people I am used to
5	6	3.0%	Definitely make me uncomfortable
TOTAL	198		

29. I think vocational-technical work is:

VALUE	FREQ.	PCT.	
1	41	20.7%	Very important
2	40	20.2%	Important enough for me to do
3	79	39.9%	Don't know
4	34	17.2%	Not as important as some things I might do
5	4	2.0%	Not important
TOTAL	198		

30. The opportunity for advancement in vocational-technical job is:

VALUE	FREQ.	PCT.	
1	11	5.6%	More than enough for me
2	59	29.8%	Enough for me
3	104	52.5%	Don't know
4	18	9.1%	Less than I would like
5	5	2.5%	Much too little for me
	1	.5%	(Other)
TOTAL	198		

31. Vocational-technical work would hold my interest:

VALUE	FREQ.	PCT.	
1	17	8.6%	All of the time
2	52	26.3%	Most of the time
3	77	38.9%	Don't know
4	35	17.7%	Some of the time
5	17	8.6%	Only a little or not at all
TOTAL	198		

32. "Job security" means how safe you are from losing a job. The security of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	8	4.0%	More than enough for me
2	39	19.7%	Enough for me
3	117	59.1%	Don't know
4	27	13.6%	Not as much as I would like
5	7	3.5%	Far too little for me
TOTAL	198		

33. The social status of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	14	7.1%	Very high
2	38	19.2%	High enough for me
3	123	62.1%	Don't know
4	18	9.1%	A little lower than I would like
5	5	2.5%	Far too low for me
TOTAL	198		

34. Almost everyone should go to a four-year college after high school if he can afford it.

VALUE	FREQ.	PCT.	
1	18	9.1%	Strongly agree
2	33	16.7%	Agree
3	73	36.9%	Neutral
4	59	29.8%	Disagree
5	15	7.6%	Strongly disagree
TOTAL	198		

35. Vocational and technical education is usually for students who are not smart enough to go to a four year college.

VALUE	FREQ.	PCT.	
1	14	7.1%	Strongly agree
2	23	11.6%	Agree
3	54	27.3%	Neutral
4	67	33.8%	Disagree
5	39	19.7%	Strongly Disagree
	1	.5%	(Other)
TOTAL	198		

36. Once you graduate from a vocational training program, it is very difficult to change careers.

VALUE	FREQ.	PCT.	
1	13	6.6%	Strongly agree
2	34	17.2%	Agree
3	92	46.5%	Neutral
4	47	23.7%	Disagree
5	12	6.1%	Strongly Disagree
TOTAL	198		

37. How willing are businessmen to help you plan your career?

VALUE	FREQ.	PCT.	
1	18	9.1%	Very willing
2	27	13.6%	Ready to help if I ask them
3	135	68.2%	Unsure/never asked
4	12	6.1%	Businessmen are not very helpful
5	6	3.0%	Businessmen don't care about helping me plan my career
TOTAL	198		

38. How often do you advise your friends to consider vocational-technical education in their future?

VALUE	FREQ.	PCT.	
1	8	4.0%	Very often
2	15	7.6%	Often
3	30	15.2%	Sometimes
4	23	11.6%	Occasionally
5	121	61.1%	Never
	1	.5%	(Other)
TOTAL	198		

We would like to know who you've talked to about careers and what they've said.

39. Teachers

VALUE	FREQ.	PCT.	
1	107	54.0%	Not discussed
2	39	19.7%	Discussed, no comment
3	37	18.7%	Discussed, encouraged Voc-Ed
4	15	7.6%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	198		

40. Counselors

VALUE	FREQ.	PCT.	
1	52	26.3%	Not discussed
2	65	32.8%	Discussed, no comment
3	57	28.8%	Discussed, encouraged Voc-Ed
4	20	10.1%	Discussed, discouraged Voc-Ed or encouraged other
	4	2.0%	(Other)
TOTAL	198		

41. Family

VALUE	FREQ.	PCT.	
1	42	21.2%	Not discussed
2	68	34.3%	Discussed, no comment
3	55	27.8%	Discussed, encouraged Voc-Ed
4	31	15.7%	Discussed, discouraged Voc-Ed or encouraged other
	2	1.0%	(Other)
TOTAL	198		

42. Friends

VALUE	FREQ.	PCT.	
1	94	47.5%	Not discussed
2	58	29.3%	Discussed, no comment
3	27	13.6%	Discussed, encouraged Voc-Ed
4	19	9.6%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	198		

43. Businessmen

VALUE	FREQ.	PCT.	
1	147	74.2%	Not discussed
2	26	13.1%	Discussed, no comment
3	15	7.6%	Discussed, encouraged Voc-Ed
4	10	5.1%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	198		

44. Have you heard of the Career Fair at Kiel Auditorium on April 25, 26, and 27?

VALUE	FREQ.	PCT.	
1	119	60.1%	Yes
2	73	36.9%	No
	6	3.0%	(Other)
TOTAL	198		

45. If the Career Fair has not yet occurred, will you attend the Career Fair?

VALUE	FREQ.	PCT.	
1	9	4.5%	Yes
2	13	6.6%	Probably
3	19	9.6%	Unsure
4	48	24.2%	No
0	1	.5%	No Response
	108	54.5%	(Other)
TOTAL	198		

46. If the Career Fair has already occurred, did you attend?

VALUE	FREQ.	PCT.	
1	19	9.6%	Yes
2	147	74.2%	No
0	19	9.6%	No Response
	13	6.6%	(Other)
TOTAL	198		

47. Would you like to know more about vocational-technical school and skilled jobs?

VALUE	FREQ.	PCT.	
1	61	30.8%	Yes, much more
2	75	37.9%	Yes, a little more
3	55	27.8%	No
	7	3.5%	(Other)
TOTAL	198		

48. Do you have a technical skill that is used in a vocation, such as typing, auto repair, electronics? You may have learned it on a job, as a hobby, or as part of school.

VALUE	FREQ.	PCT.	
1	16	8.1%	Two or more technical skills and I am good with one of them
2	27	13.6%	Yes, I have a technical skill and I am pretty good at it
3	25	12.6%	Yes, two or more technical skills but I know only the basics
4	41	20.7%	Yes, I have a technical skill but I just know the basics
5	87	43.9%	No, I do not have a technical skill
	2	1.0%	(Other)
TOTAL	198		

49. What has been your average grade in school this year and last year?

VALUE	FREQ.	PCT.	
1	12	6.1%	A
2	78	39.4%	B
3	95	48.0%	C
4	6	3.0%	D
	7	3.5%	(Other)
TOTAL	198		

50. Can your parents pay for your education after high school, whether it is college, vocational-technical school, or junior college?

VALUE	FREQ.	PCT.	
1	87	43.9%	Yes
2	45	22.7%	My parents can pay for part of my education
3	18	9.1%	They cannot afford to pay for any education after high school
4	43	21.7%	I don't know what my parents can afford
	5	2.5%	(Other)
TOTAL	198		

51. What was the highest level of formal education reached by your father?

VALUE	FREQ.	PCT.	
1	23	11.6%	Grammar school
2	46	23.2%	Some high school
3	63	31.8%	High School graduate
4	35	17.7%	Some college, junior college, or vocational school
5	25	12.6%	Graduated from a four year college
0	1	.5%	No response
	5	2.5%	(Other)
TOTAL	198		

52. What was the highest level of formal education reached by your mother?

VALUE	FREQ.	PCT.	
1	19	9.6%	Grammar school
2	37	18.7%	Some high school
3	92	46.5%	High school graduate
4	35	17.7%	Some college, junior college, or vocational school
5	13	6.6%	Graduated from a four year college
	2	1.0%	(Other)
TOTAL	198		

53. In what area is or was your father's occupation?

VALUE	FREQ.	PCT.	
1	19	9.6%	Professional (doctor, teacher, lawyer, etc.)
2	60	30.3%	Management (in business or government)
3	76	38.4%	Vocational-technical (welder, stenographer, electrician, lab technician)
4	24	12.1%	Sales (insurance, in a store, etc.)
5	12	6.1%	Unskilled (janitor, night watchman, etc.)
	7	3.5%	(Other)
TOTAL	198		

54. In what area is or was your mother's occupation?

VALUE	FREQ.	PCT.	
1	23	11.6%	Professional
2	18	9.1%	Management
3	37	18.7%	Vocational-Technical
4	21	10.6%	Sales
5	15	7.6%	Unskilled
6	77	38.9%	Housewife
	7	3.5%	(Other)
TOTAL	198		

APPENDIX IX

DIRECT CONTACT POST-TEST -- RURAL DATA

1. How much have you read or thought about careers?

VALUE	FREQ.	PCT.	
1	70	19.6%	Very much
2	79	22.1%	Much
3	136	38.0%	Some
4	62	17.3%	A little
5	10	2.8%	None
	1	.3%	(Other)
TOTAL	358		

2. How many people (besides your parents) do you know well who are training for a vocational-technical job or have a vocational-technical job?

VALUE	FREQ.	PCT.	
1	86	24.0%	None
2	58	16.2%	One
3	105	29.3%	Two-Three
4	43	12.0%	Four or more
5	64	17.9%	I don't know
	2	.6%	(Other)
TOTAL	358		

3. Which career field have you considered entering most?

VALUE	FREQ.	PCT.	
1	124	34.6%	Professional (doctor, teacher, lawyer, etc.)
2	43	12.0%	Management (in business or government)
3	144	40.2%	Skilled (programmer, welder, stenographer, electrician, etc.)
4	9	2.5%	Sales (insurance, in a store, etc.)
5	9	2.5%	Unskilled (janitor, maid, etc.)
6	26	7.3%	Housewife
0	1	.3%	No response
	2	.6%	(Other)
TOTAL	358		

4. Which is your second choice for a career field?

VALUE	FREQ.	PCT.	
1	50	14.0%	Professional
2	57	15.9%	Management
3	66	18.4%	Skilled
4	38	10.6%	Sales
5	12	3.4%	Unskilled
6	50	14.0%	Housewife
7	84	23.5%	I have not considered a second choice
	1	.3%	(Other)
TOTAL	358		

5. How definite is your career choice?

VALUE	FREQ.	PCT.	
1	38	10.6%	Final
2	159	44.4%	Fairly certain
3	100	27.9%	Unsure
4	46	12.8%	Only a guess
5	15	4.2%	I have made no choice at all
TOTAL	358		

6. Do you plan to have more than one major occupation during your working life?

VALUE	FREQ.	PCT.	
1	99	27.7%	Yes
2	180	50.3%	I have not considered this
3	78	21.8%	No
	1	.3%	(Other)
TOTAL	358		

7. Do you plan to take a vocational-technical course in high school?

VALUE	FREQ.	PCT.	
1	30	8.4%	Definitely
2	47	13.1%	Probably
3	156	43.6%	Unsure
4	122	34.1%	No
5	2	.6%	I am a senior
	1	.3%	(Other)
TOTAL	358		

8. What do you plan to do when you leave high school?

VALUE	FREQ.	PCT.	
1	80	22.3%	Go to a 4-year college
2	72	20.1%	Go to a junior college
3	27	7.5%	Go to a vocational-technical school
4	112	31.3%	Get a job
5	30	8.4%	Join the armed forces
6	33	9.2%	I have no plans
	4	1.1%	(Other)
TOTAL	358		

Items 9-20 are the names of various jobs. Another Yes if you think the job is a vocational-technical job, answer No if you think the job is not vocational-technical.

9. Barber or Beautician

VALUE	FREQ.	PCT.	
1	247	69.0%	Yes
2	106	29.6%	No
	5	1.4%	(Other)
TOTAL	358		

10. Mail carrier

VALUE	FREQ.	PCT.	
1	88	24.6%	Yes
2	265	74.6%	No
	5	1.4%	(Other)
TOTAL	358		

11. Bank teller

VALUE	FREQ.	PCT.	
1	161	45.0%	Yes
2	192	53.6%	No
	5	1.4%	(Other)
TOTAL	358		

12. Bricklayer

VALUE	FREQ.	PCT.	
1	198	55.3%	Yes
2	155	43.3%	No
	5	1.4%	(Other)
TOTAL	358		

13. Secretary

VALUE	FREQ.	PCT.	
1	280	78.2%	Yes
2	73	20.4%	No
	5	1.4%	(Other)
TOTAL	358		

14. Engineer

VALUE	FREQ.	PCT.	
1	238	66.5%	Yes
2	115	32.1%	No
	5	1.4%	(Other)
TOTAL	358		

15. Biologist

VALUE	FREQ.	PCT.	
1	141	39.4%	Yes
2	212	59.2%	No
	5	1.4%	(Other)
TOTAL	358		

16. Sheet metal worker

VALUE	FREQ.	PCT.	
1	273	76.3%	Yes
2	78	21.8%	No
	7	2.0%	(Other)
TOTAL	358		

17. Key punch operator

VALUE	FREQ.	PCT.	
1	270	75.4%	Yes
2	82	22.9%	No
	6	1.7%	(Other)
TOTAL	358		

18. Waiter or Waitress

VALUE	FREQ.	PCT.	
1	87	24.3%	Yes
2	266	74.3%	No
	5	1.4%	(Other)
TOTAL	358		

19. Computer Programmer

VALUE	FREQ.	PCT.	
1	294	82.1%	Yes
2	59	16.5%	No
	5	1.4%	(Other)
TOTAL	358		

20. Medical or Dental Laboratory Technician

VALUE	FREQ.	PCT.	
1	209	58.4%	Yes
2	142	39.7%	No
	7	2.0%	(Other)
TOTAL	358		

21. Can students from your school take courses that teach skills which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

VALUE	FREQ.	PCT.	
1	223	62.3%	Yes
2	103	28.8%	Don't know
3	30	8.4%	No
	2	.6%	(Other)
TOTAL	358		

22. How many of these high school vocational courses can you name?

VALUE	FREQ.	PCT.	
1	116	32.4%	None
2	47	13.1%	One
3	67	18.7%	Two
4	50	14.0%	Three
5	77	21.5%	Four or more
	1	.3%	(Other)
TOTAL	358		

23. Do you know the name and location of the nearest junior college?

VALUE	FREQ.	PCT.	
1	267	74.6%	Yes
2	55	15.4%	I think so
3	34	9.5%	No
	2	.6%	(Other)
TOTAL	358		

24. How many private trade schools do you know of in the St. Louis metropolitan area?

VALUE	FREQ.	PCT.	
1	120	33.5%	None
2	80	22.3%	One
3	92	25.7%	Two
4	36	10.1%	Three
5	29	8.1%	Four or more
	1	.3%	(Other)
TOTAL	358		

25. In the next few years, what percent of new jobs will be vocational-technical jobs (jobs that require at least six months training but no college?)

VALUE	FREQ.	PCT.	
1	15	4.2%	10
2	78	21.8%	30
3	112	31.3%	50
4	99	27.7%	60
5	46	12.8%	80
	8	2.2%	(Other)
TOTAL	358		

26. The pay for a vocational-technical job is:

VALUE	FREQ.	PCT.	
1	13	3.6%	More than enough for me
2	117	32.7%	About what I want
3	200	55.9%	Don't know
4	18	5.0%	Somewhat less than I want
5	8	2.2%	Far too little for me
	2	.6%	(Other)
TOTAL	358		

27. The physical surroundings on a vocational-technical job are:

VALUE	FREQ.	PCT.	
1	28	7.8%	Very pleasant
2	142	39.7%	Probably pleasant enough for me
3	170	47.5%	Don't know
4	7	2.0%	Mildly unpleasant
5	9	2.5%	Too unpleasant for me
	2	.6%	(Other)
TOTAL	358		

28. The people in vocational-technical jobs are:

VALUE	FREQ.	PCT.	
1	38	10.6%	The kind of people I like
2	105	29.3%	As easy to work with as people on any job
3	200	55.9%	Don't know
4	9	2.5%	Not the people I am used to
5	4	1.1%	Definitely make me uncomfortable
	2	.6%	(Other)
TOTAL	358		

29. I think vocational-technical work is:

VALUE	FREQ.	PCT.	
1	93	26.0%	Very important
2	97	27.1%	Important enough for me to do
3	112	31.3%	Don't know
4	48	13.4%	Not as important as some things I might do
5	4	1.1%	Not important
	4	1.1%	(Other)
TOTAL	358		

30. The opportunity for advancement in vocational-technical job is:

VALUE	FREQ.	PCT.	
1	25	7.0%	More than enough for me
2	128	35.8%	Enough for me
3	163	45.5%	Don't know
4	32	8.9%	Less than I would like
5	6	1.7%	Much too little for me
	4	1.1%	(Other)
TOTAL	358		

31. Vocational-technical work would hold my interest:

VALUE	FREQ.	PCT.	
1	38	10.6%	All of the time
2	126	35.2%	Most of the time
3	105	29.3%	Don't know
4	60	16.8%	Some of the time
5	26	7.3%	Only a little or not at all
	3	.8%	(Other)
TOTAL	358		

32. "Job security" means how safe you are from losing a job. The security of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	16	4.5%	More than enough for me
2	121	33.8%	Enough for me
3	188	52.5%	Don't know
4	24	6.7%	Not as much as I would like
5	7	2.0%	Far too little for me
	2	.6%	(Other)
TOTAL	358		

33. The social status of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	35	9.8%	Very high
2	106	29.6%	High Enough for me
3	185	51.7%	Don't know
4	24	6.7%	A little lower than I would like
5	6	1.7%	Far too low for me
	2	.6%	(Other)
TOTAL	358		

34. Almost everyone should go to a four-year college after high school if he can afford it.

VALUE	FREQ.	PCT.	
1	27	7.5%	Strongly Agree
2	60	16.8%	Agree
3	98	27.4%	Neutral
4	120	33.5%	Disagree
5	51	14.2%	Strongly disagree
	2	.6%	(Other)
TOTAL	358		

35. Vocational and technical education is usually for students who are not smart enough to go to a four year college.

VALUE	FREQ.	PCT.	
1	18	5.0%	Strongly agree
2	23	6.4%	Agree
3	63	17.6%	Neutral
4	161	45.0%	Disagree
5	90	25.1%	Strongly disagree
	3	.8%	(Other)
TOTAL	358		

36. Once you graduate from a vocational training program, it is difficult to change careers.

VALUE	FREQ.	PCT.	
1	10	2.8%	Strongly agree
2	55	15.4%	Agree
3	140	39.1%	Neutral
4	132	36.9%	Disagree
5	19	5.3%	Strongly Disagree
	2	.6%	(Other)
TOTAL	358		

37. How willing are businessmen to help you plan your career?

VALUE	FREQ.	PCT.	
1	42	11.7%	Very willing
2	70	19.6%	Ready to help if I ask them
3	216	60.3%	Unsure/Never asked
4	15	4.2%	Businessmen are not very helpful
5	13	3.6%	Businessmen don't care about helping me plan my career
	2	.6%	(Other)
TOTAL	358		

38. How often do you advise your friends to consider vocational-technical education in their future?

VALUE	FREQ.	PCT.	
1	8	2.2%	Very often
2	19	5.3%	Often
3	64	17.9%	Sometimes
4	61	17.0%	Occasionally
5	203	56.7%	Never
	3	.8%	(Other)
TOTAL	358		

We would like to know who you've talked to about careers and what they've said.

39. Teachers

VALUE	FREQ.	PCT.	
1	161	45.0%	Not discussed
2	88	24.6%	Discussed, no comment
3	73	20.4%	Discussed, encouraged Voc-Ed
4	26	7.3%	Discussed, discouraged Voc-Ed or encouraged other
	10	2.8%	(Other)
TOTAL	358		

40. Counselors

VALUE	FREQ.	PCT.	
1	129	36.0%	Not discussed
2	93	26.0%	Discussed, no comment
3	94	26.3%	Discussed, encouraged Voc-Ed
4	34	9.5%	Discussed, discouraged Voc-Ed or encouraged other
	8	2.2%	(Other)
TOTAL	358		

41. Family

VALUE	FREQ.	PCT.	
1	85	23.7%	Not discussed
2	99	27.7%	Discussed, no comment
3	96	26.8%	Discussed, encouraged Voc-Ed
4	70	19.6%	Discussed, discouraged Voc-Ed or encouraged other
	8	2.2%	(Other)
TOTAL	358		

42. Friends

VALUE	FREQ.	PCT.	
1	133	37.2%	Not discussed
2	138	38.5%	Discussed, no comment
3	58	16.2%	Discussed, encouraged Voc-Ed
4	21	5.9%	Discussed, discouraged Voc-Ed or encouraged other
	8	2.2%	(Other)
TOTAL	358		

43. Businessmen

VALUE	FREQ.	PCT.	
1	266	74.3%	Not discussed
2	33	9.2%	Discussed, no comment
3	35	9.8%	Discussed, encouraged Voc-Ed
4	17	4.7%	Discussed, discouraged Voc-Ed or encouraged other
	7	2.0%	(Other)
TOTAL	358		

44. Have you heard of the Career Fair at Kiel Auditorium on April 25, 26, and 27?

VALUE	FREQ.	PCT.	
1	294	82.1%	Yes
2	53	14.8%	No
	11	3.1%	(Other)
TOTAL	358		

45. If the Career Fair has not yet occurred, will you attend the Career Fair?

VALUE	FREQ.	PCT.	
1	6	1.7%	Yes
2	14	3.9%	Probably
3	14	3.9%	Unsure
4	8	2.2%	No
	316	88.3%	(Other)
TOTAL	358		

46. If the Career Fair has already occurred, did you attend?

VALUE	FREQ.	PCT.	
1	216	60.3%	Yes
2	106	29.6%	No
0	22	6.1%	No response
	14	3.9%	(Other)
TOTAL	358		

47. Would you like to know more about vocational-technical school and skilled jobs?

VALUE	FREQ.	PCT.	
1	100	27.9%	Yes, much more
2	158	44.1%	Yes, a little more
3	90	25.1%	No
	10	2.8%	(Other)
TOTAL	358		

48. Do you have a technical skill that is used in a vocation, such as typing, auto repair, electronics? You may have learned it on a job, as a hobby, or as part of school.

VALUE	FREQ.	PCT.	
1	34	9.5%	Two or more technical skills and I am good with one of them
2	58	16.2%	Yes, I have a technical skill and I am pretty good at it
3	40	11.2%	Yes, two or more technical skills but I know only the basics
4	82	22.9%	Yes, I have a technical skill but I just know the basics
5	135	37.7%	No, I do not have a technical skill
	9	2.5%	(Other)
TOTAL	358		

49. What has been your average grade in school this year and last year?

VALUE	FREQ.	PCT.	
1	27	7.5%	A
2	113	31.6%	B
3	173	48.3%	C
4	27	7.5%	D
0	1	.3%	No response
	17	4.7%	(Other)
TOTAL	358		

50. Can your parents pay for your education after high school, whether it is college, vocational-technical school, or junior college?

VALUE	FREQ.	PCT.	
1	138	38.5%	Yes
2	110	30.7%	My parents can pay for part of my education
3	38	10.6%	They cannot afford to pay for any education after high school
4	62	17.3%	I don't know what my parents can afford
	10	2.8%	(Other)
TOTAL	358		

51. What was the highest level of formal education reached by your father?

VALUE	FREQ.	PCT.	
1	55	15.4%	Grammar school
2	88	24.6%	Some high school
3	124	34.6%	High school graduate
4	45	12.6%	Some college, junior college, or vocational school
5	33	9.2%	Graduated from a four year college
	13	3.6%	(Other)
TOTAL	358		

52. What was the highest level of formal education reached by your mother?

VALUE	FREQ.	PCT.	
1	35	9.8%	Grammar school
2	89	24.9%	Some high school
3	169	47.2%	High school graduate
4	32	8.9%	Some college, junior college, or vocational school
5	20	5.6%	Graduated from a four year college
0	1	.3%	No response
	12	3.4%	(Other)
TOTAL	358		

53. In what area is or was your father's occupation?

VALUE	FREQ.	PCT.	
1	35	9.8%	Professional (doctor, teacher, lawyer, etc.)
2	91	25.4%	Management (in business or government)
3	126	35.2%	Vocational-technical (welder, stenographer, electrician, lab technician)
4	22	6.1%	Sales (insurance, in a store, etc.)
5	60	16.8%	Unskilled (janitor, night watchman, etc.)
	24	6.7%	(Other)
TOTAL	358		

54. In what area is or was your mother's occupation?

VALUE	FREQ.	PCT.	
1	24	6.7%	Professional
2	33	9.2%	Management
3	58	16.2%	Vocational-technical
4	43	12.0%	Sales
5	32	8.9%	Unskilled
6	145	40.5%	Housewife
	23	6.4%	(Other)
TOTAL	358		

APPENDIX X

DIRECT CONTACT POST-TEST CONTROL GROUP -- RURAL DATA

1. How much have you read or thought about careers?

VALUE	FREQ.	PCT.	
1	30	18.0%	Very much
2	19	11.4%	Much
3	58	34.7%	Some
4	42	25.1%	A little
5	18	10.8%	None
TOTAL	167		

2. How many people (besides your parents) do you know well who are training for a vocational-technical job or have a vocational-technical job?

VALUE	FREQ.	PCT.	
1	50	29.9%	None
2	20	12.0%	One
3	33	19.8%	Two-Three
4	22	13.2%	Four or more
5	42	25.1%	I don't know
TOTAL	167		

3. Which career field have you considered entering most?

VALUE	FREQ.	PCT.	
1	55	32.9%	Professional (doctor, teacher, lawyer, etc.)
2	10	6.0%	Management (in business or government
3	66	39.5%	Skilled (Programmer, welder, stenographer, electrician, lab technician, etc.)
4	16	9.6%	Sales (insurance, in a store, etc.)
5	2	1.2%	Unskilled (janitor, maid, etc.)
6	17	10.2%	Housewife
	1	.6%	(Other)
TOTAL	167		

4. Which is your second choice for a career field?

VALUE	FREQ.	PCT.	
1	18	10.8%	Professional
2	17	10.2%	Management
3	34	20.4%	Skilled
4	17	10.2%	Sales
5	4	2.4%	Unskilled
6	27	16.2%	Housewife
7	50	29.9%	I have not considered a second choice
TOTAL	167		

5. How definite is your career choice?

VALUE	FREQ.	PCT.	
1	16	9.6%	Final
2	72	43.1%	Fairly Certain
3	60	35.9%	Unsure
4	11	6.6%	Only a guess
5	8	4.8%	I have made no choice at all
TOTAL	167		

6. Do you plan to have more than one major occupation during your working life?

VALUE	FREQ.	PCT.	
1	46	27.5%	Yes
2	84	50.3%	I have not considered this
3	37	22.2%	No
TOTAL	167		

7. Do you plan to take a vocational-technical course in high school?

VALUE	FREQ.	PCT.	
1	21	12.6%	Definitely
2	51	30.5%	Probably
3	58	34.7%	Unsure
4	35	21.0%	No
5	2	1.2%	I am a senior
TOTAL	167		

8. What do you plan to do when you leave high school?

VALUE	FREQ.	PCT.	
1	37	22.2%	Go to a 4-year college
2	32	19.2%	Go to a junior college
3	14	8.4%	Go to a vocational-technical school
4	45	26.9%	Get a job
5	16	9.6%	Join the armed forces
6	22	13.2%	I have no plans
	1	.6%	(Other)
TOTAL	167		

Items 9-20 are the names of various jobs. Answer Yes if you think the job is a vocational-technical job, answer No if you think the job is not vocational-technical.

9. Barber or Beautician

VALUE	FREQ.	PCT.	
1	122	73.1%	Yes
2	45	26.9%	No
TOTAL	167		

10. Mail carrier

VALUE	FREQ.	PCT.	
1	62	37.1%	Yes
2	105	62.9%	No
TOTAL	167		

11. Bank teller

VALUE	FREQ.	PCT.	
1	94	56.3%	Yes
2	72	43.1%	No
	1	.6%	(Other)
TOTAL	167		

12. Bricklayer

VALUE	FREQ.	PCT.	
1	102	61.1%	Yes
2	64	38.3%	No
	1	.6%	(Other)
TOTAL	167		

13. Secretary

VALUE	FREQ.	PCT.	
1	114	68.3%	Yes
2	53	31.7%	No
TOTAL	167		

14. Engineer

VALUE	FREQ.	PCT.	
1	102	61.1%	Yes
2	65	38.9%	No
TOTAL	167		

15. Biologist

VALUE	FREQ.	PCT.	
1	58	34.7%	Yes
2	109	65.3%	No
TOTAL	167		

16. Sheet metal worker

VALUE	FREQ.	PCT.	
1	104	62.3%	Yes
2	63	37.7%	No
TOTAL	167		

17. Key punch operator

VALUE	FREQ.	PCT.	
1	110	65.9%	Yes
2	57	34.1%	No
TOTAL	167		

18. Waiter or Waitress

VALUE	FREQ.	PCT.	
1	67	40.1%	Yes
2	100	59.9%	No
TOTAL	167		

19. Computer Programmer

VALUE	FREQ.	PCT.	
1	132	79.0%	Yes
2	34	20.4%	No
	1	.6%	(Other)
TOTAL	167		

20. Medical or Dental Laboratory Technician

VALUE	FREQ.	PCT.	
1	77	46.1%	Yes
2	89	53.3%	No
	1	.6%	(Other)
TOTAL	167		

21. Can students from your school take courses that teach skills with which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

VALUE	FREQ.	PCT.	
1	127	76.0%	Yes
2	33	19.8%	Don't know
3	5	3.0%	No
	2	1.2%	(Other)
TOTAL	167		

22. How many of these high school vocational courses can you name?

VALUE	FREQ.	PCT.	
1	44	26.3%	None
2	30	18.0%	One
3	35	21.0%	Two
4	37	22.2%	Three
5	21	12.6%	Four or more
TOTAL	167		

23. Do you know the name and location of the nearest junior college?

VALUE	FREQ.	PCT.	
1	130	77.8%	Yes
2	16	9.6%	I think so
3	21	12.6%	No
TOTAL	167		

24. How many private trade schools do you know of in the St. Louis metropolitan area?

VALUE	FREQ.	PCT.	
1	121	72.5%	None
2	22	13.2%	One
3	16	9.6%	Two
4	3	1.8%	Three
5	5	3.0%	Four or more
TOTAL	167		

25. In the next few years, what percent of new jobs will be vocational-technical jobs (jobs that require at least six months training but no college)?

VALUE	FREQ.	PCT.	
1	13	7.8%	10
2	47	28.1%	30
3	51	30.5%	50
4	34	20.4%	60
5	20	12.0%	80
	2	1.2%	(Other)
TOTAL	167		

26. The pay for a vocational-technical job is:

VALUE	FREQ.	PCT.	
1	4	2.4%	More than enough for me
2	37	22.2%	About what I want
3	112	67.1%	Don't know
4	7	4.2%	Somewhat less than I want
5	7	4.2%	Far too little for me
TOTAL	167		

27. The physical surroundings on a vocational-technical job are:

VALUE	FREQ.	PCT.	
1	7	4.2%	Very pleasant
2	59	35.3%	Probably pleasant enough for me
3	90	53.9%	Don't know
4	5	3.0%	Mildly unpleasant
5	6	3.6%	Too unpleasant for me
TOTAL	167		

28. The people in vocational-technical jobs are:

VALUE	FREQ.	PCT.	
1	9	5.4%	The kind of people I like
2	46	27.5%	As easy to work with as people on any job
3	102	61.1%	Don't know
4	4	2.4%	Not the people I am used to
5	6	3.6%	Definitely make me uncomfortable
TOTAL	167		

29. I think vocational-technical work is:

VALUE	FREQ.	PCT.	
1	52	31.1%	Very important
2	36	21.6%	Important enough for me to do
3	44	26.3%	Don't know
4	30	18.0%	Not as important as some things I might do
5	5	3.0%	Not important
TOTAL	167		

30. The opportunity for advancement in vocational-technical job is:

VALUE	FREQ.	PCT.	
1	12	7.2%	More than enough for me
2	37	22.2%	Enough for me
3	99	59.3%	Don't know
4	13	7.8%	Less than I would like
5	6	3.6%	Much too little for me
TOTAL	167		

31. Vocational-technical work would hold my interest:

VALUE	FREQ.	PCT.	
1	19	11.4%	All of the time
2	61	36.5%	Most of the time
3	50	29.9%	Don't know
4	23	13.8%	Some of the time
5	14	8.4%	Only a little or not at all
TOTAL	167		

32. "Job security" means how safe you are from losing a job. The security of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	15	9.0%	More than enough for me
2	36	21.6%	Enough for me
3	84	50.3%	Don't know
4	27	16.2%	Not as much as I would like
5	5	3.0%	Far too little for me
TOTAL	167		

33. The social status of vocational-technical work is:

VALUE	FREQ	PCT.	
1	14	8.4%	Very high
2	39	23.4%	High enough for me
3	99	59.3%	Don't know
4	10	6.0%	A little lower than I would like
5	5	3.0%	Far too low for me
TOTAL	167		

34. Almost everyone should go to a four-year college after high school if he can afford it.

VALUE	FREQ.	PCT.	
1	26	15.6%	Strongly agree
2	32	19.2%	Agree
3	56	33.5%	Neutral
4	39	23.4%	Disagree
5	13	7.8%	Strongly disagree
	1	.6%	(Other)
TOTAL	167		

35. Vocational and technical education is usually for students who are not smart enough to go to a four year college.

VALUE	FREQ.	PCT.	
1	9	5.4%	Strongly agree
2	17	10.2%	Agree
3	22	13.2%	Neutral
4	85	50.9%	Disagree
5	34	20.4%	Strongly disagree
TOTAL	167		

36. Once you graduate from a vocational training program, it is very difficult to change careers.

VALUE	FREQ.	PCT.	
1	5	3.0%	Strongly agree
2	13	7.8%	Agree
3	68	40.7%	Neutral
4	65	38.9%	Disagree
5	13	7.8%	Strongly disagree
	3	1.8%	(Other)
TOTAL	167		

37. How willing are businessmen to help you plan your career?

VALUE	FREQ.	PCT.	
1	14	8.4%	Very willing
2	30	18.0%	Ready to help if I ask them
3	104	62.3%	Unsure/never asked
4	12	7.2%	Businessmen are not very helpful
5	6	3.6%	Businessmen don't care about helping me plan my career
	1	.6%	(Other)
TOTAL	167		

38. How often do you advise your friends to consider vocational-technical education in their future?

VALUE	FREQ.	PCT.	
1	2	1.2%	Very often
2	5	3.0%	Often
3	20	12.0%	Sometimes
4	23	13.8%	Occasionally
5	117	70.1%	Never
TOTAL	167		

We would like to know who you've talked to about careers and what they've said.

39. Teachers

VALUE	FREQ.	PCT.	
1	103	61.7%	Not discussed
2	32	19.2%	Discussed, no comment
3	26	15.6%	Discussed, encouraged Voc-Ed
4	4	2.4%	Discussed, discouraged Voc-Ed or encouraged other
	2	1.2%	(Other)
TOTAL	167		

40. Counselors

VALUE	FREQ.	PCT.	
1	109	65.3%	Not discussed
2	23	13.8%	Discussed, no comment
3	25	15.0%	Discussed, encouraged Voc-Ed
4	7	4.2%	Discussed, discouraged Voc-Ed or encouraged other
	3	1.8%	(Other)
TOTAL	167		

41. Family

VALUE	FREQ.	PCT.	
1	50	29.9%	Not discussed
2	45	26.9%	Discussed, no comment
3	39	23.4%	Discussed, encouraged Voc-Ed
4	29	17.4%	Discussed, discouraged Voc-Ed or encouraged other
	4	2.4%	(Other)
TOTAL	167		

42. Friends

VALUE	FREQ.	PCT.	
1	84	50.3%	Not discussed
2	45	26.9%	Discussed, no comment
3	24	14.4%	Discussed, encouraged Voc-Ed
4	11	6.6%	Discussed, discouraged Voc-Ed or encouraged other
	3	1.8%	(Other)
TOTAL	167		

43. Businessmen

VALUE	FREQ.	PCT.	
1	129	77.2%	Not discussed
2	14	8.4%	Discussed, no comment
3	13	7.8%	Discussed, encouraged Voc-Ed
4	9	5.4%	Discussed, discouraged Voc-Ed or encouraged other
	2	1.2%	(Other)
TOTAL	167		

44. Have you heard of the Career Fair at Kiel Auditorium on April 25, 26,and 27?

VALUE	FREQ.	PCT.	
1	77	46.1%	Yes
2	90	53.9%	No
TOTAL	167		

45. If the Career Fair has not yet occurred, will you attend the Career Fair?

VALUE	FREQ.	PCT.	
1	2	1.2%	Yes
2	5	3.0%	Probably
3	4	2.4%	Unsure
4	10	6.0%	No
0	2	1.2%	No response
	144	86.2%	(Other)
TOTAL	167		

46. If the Career Fair has already occurred, did you attend?

VALUE	FREQ.	PCT.	
1	8	4.8%	Yes
2	149	89.2%	No
0	8	4.8%	No response
	2	1.2%	(Other)
TOTAL	167		

47. Would you like to know more about vocational-technical school and skilled jobs?

VALUE	FREQ.	PCT.	
1	70	41.9%	Yes, much more
2	69	41.3%	Yes, a little more
3	26	15.6%	No
	2	1.2%	(Other)
TOTAL	167		

48. Do you have a technical skill that is used in a vocation, such as typing, auto repair, electronics? You may have learned it on a job, as a hobby, or as part of school.

VALUE	FREQ.	PCT.	
1	18	10.8%	Two or more technical skills and I am good with one of them
2	18	10.8%	Yes, I have a technical skill and I am pretty good at it
3	19	11.4%	Yes, two or more technical skills but I only know the basics
4	32	19.2%	Yes, I have a technical skill but I just know the basics
5	79	47.3%	No, I do not have a technical skill
	1	.6%	(Other)
TOTAL	167		

49. What has been your average grade in school this year and last year?

VALUE	FREQ.	PCT.	
1	12	7.2%	A
2	57	34.1%	B
3	66	39.5%	C
4	19	11.4%	D
	13	7.8%	(Other)
TOTAL	167		

50. Can your parents pay for your education after high school, whether it is college, vocational-technical school, or junior college?

VALUE	FREQ.	PCT.	
1	65	38.9%	Yes
2	51	30.5%	My parents can pay for part of my education
3	8	4.8%	They cannot afford to pay for any education after high school
4	40	24.0%	I don't know what my parents can afford
	3	1.8%	(Other)
TOTAL	167		

51. What was the highest level of formal education reached by your father?

VALUE	FREQ.	PCT.	
1	44	26.3%	Grammar school
2	47	28.1%	Some high school
3	48	28.7%	High school graduate
4	16	9.6%	Some college, junior college, or vocational school
5	9	5.4%	Graduated from a four year college
	3	1.8%	(Other)
TOTAL	167		

52. What was the highest level of formal education reached by your mother?

VALUE	FREQ.	PCT.	
1	36	21.6%	Grammar school
2	48	28.7%	Some high school
3	60	35.9%	High school graduate
4	13	7.8%	Some college, junior college, or vocational school
5	8	4.8%	Graduated from a four year college
	2	1.2%	(Other)
TOTAL	167		

53. In what area is or was your father's occupation?

VALUE	FREQ.	PCT.	
1	15	9.0%	Professional (doctor, teacher, lawyer, etc.)
2	34	20.4%	Management (in business or government)
3	79	47.3%	Vocational-technical (welder, stenographer, electrician, lab technician)
4	7	4.2%	Sales (insurance, in a store, etc.)
5	29	17.4%	Unskilled (janitor, night watchman, etc.)
	3	1.8%	(Other)
TOTAL	167		

54. In what area is or was your mother's occupation?

VALUE	FREQ.	PCT.	
1	8	4.8%	Professional
2	11	6.6%	Management
3	17	10.2%	Vocational-technical
4	18	10.8%	Sales
5	16	9.6%	Unskilled
6	91	54.5%	Housewife
	6	3.6%	(Other)
TOTAL	167		

APPENDIX XIa

DIRECT CONTACT PRE-TEST -- X-URBAN DATA

1. How much have you read or thought about careers?

VALUE	FREQ.	PCT.	
1	46	17.6%	Very much
2	60	22.9%	Much
3	86	32.8%	Some
4	49	18.7%	A little
5	21	8.0%	None
TOTAL	262		

2. How many people (besides your parents) do you know well who are training for a vocational-technical job or have a vocational-technical job?

VALUE	FREQ.	PCT.	
1	83	31.7%	None
2	35	13.4%	One
3	35	13.4%	Two-three
4	20	7.6%	Four or more
5	89	34.0%	I don't know
TOTAL	262		

3. Which career field have you considered entering most?

VALUE	FREQ.	PCT.	
1	99	37.8%	Professional (doctor, teacher, lawyer, etc.)
2	18	6.9%	Management (in business or government)
3	99	37.8%	Skilled (programmer, welder, stenographer, electrician, etc.)
4	14	5.3%	Sales (insurance, in store, etc.)
5	5	1.9%	Unskilled (janitor, maid, etc.)
6	25	9.5%	Housewife
	2	.8%	(Other)
TOTAL	262		

4. Which is your second choice for a career field?

VALUE	FREQ.	PCT.	
1	35	13.4%	Professional
2	28	10.7%	Management
3	58	22.1%	Skilled
4	25	9.5%	Sales
5	9	3.4%	Unskilled
6	38	14.5%	Housewife
7	68	26.0%	I have not considered a second choice
	1	.4%	(Other)
TOTAL	262		

5. How definite is your career choice?

VALUE	FREQ.	PCT.	
1	23	8.8%	Final
2	131	50.0%	Fairly certain
3	68	26.0%	Unsure
4	28	10.7%	Only a guess
5	12	4.6%	I have made no choice at all
TOTAL	262		

6. Do you plan to have more than one major occupation during your working life?

VALUE	FREQ.	PCT.	
1	83	31.7%	Yes
2	137	52.3%	I have not considered this
3	42	16.0%	No
TOTAL	262		

7. Do you plan to take a vocational-technical course in high school?

VALUE	FREQ.	PCT.	
1	33	12.6%	Definitely
2	69	26.3%	Probably
3	110	42.0%	Unsure
4	49	18.7%	No
5	1	.4%	I am a senior
TOTAL	262		

8. What do you plan to do when you leave high school?

VALUE	FREQ.	PCT.	
1	70	26.7%	Go to a 4-year college
2	40	15.3%	Go to a junior college
3	25	9.5%	Go to a vocational-technical school
4	73	27.9%	Get a job
5	27	10.3%	Join the armed forces
6	27	10.3%	I have no plans
TOTAL	262		

Items 9-20 are the names of various jobs. Answer Yes if you think the job is a vocational-technical job. Answer No if you think the job is not vocational-technical.

9. Barber or Beautician

VALUE	FREQ.	PCT.	
1	145	55.3%	Yes
2	116	44.3%	No
	1	.4%	(Other)
TOTAL	262		

10. Mail Carrier

VALUE	FREQ.	PCT.	
1	105	40.1%	Yes
2	156	59.5%	No
	1	.4%	(Other)
TOTAL	262		

11. Bank Teller

VALUE	FREQ.	PCT.	
1	130	49.6%	Yes
2	131	50.0%	No
	1	.4%	(Other)
TOTAL	262		

12. Bricklayer

VALUE	FREQ.	PCT.	
1	144	55.0%	Yes
2	116	44.3%	No
	2	.8%	(Other)
TOTAL	262		

13. Secretary

VALUE	FREQ.	PCT.	
1	176	67.2%	Yes
2	83	31.7%	No
	3	1.1%	(Other)
TOTAL	262		

14. Engineer

VALUE	FREQ.	PCT.	
1	149	56.9%	Yes
2	111	42.4%	No
	2	.8%	(Other)
TOTAL	262		

15. Biologist

VALUE	FREQ.	PCT.	
1	89	34.0%	Yes
2	171	65.3%	No
	2	.8%	(Other)
TOTAL	262		

16. Sheet metal worker

VALUE	FREQ.	PCT.	
1	148	56.5%	Yes
2	112	42.7%	No
	2	.8%	(Other)
TOTAL	262		

17. Key punch operator

VALUE	FREQ.	PCT.	
1	186	71.0%	Yes
2	73	27.9%	No
	3	1.1%	(Other)
TOTAL	262		

18. Waiter or Waitress

VALUE	FREQ.	PCT.	
1	91	34.7%	Yes
2	170	64.9%	No
	1	.4%	(Other)
TOTAL	262		

19. Computer Programmer

VALUE	FREQ.	PCT.	
1	205	78.2%	Yes
2	55	21.0%	No
	2	.8%	(Other)
TOTAL	262		

20. Medical or Dental Laboratory Technician

VALUE	FREQ.	PCT.	
1	123	46.9%	Yes
2	136	51.9%	No
	3	1.1%	(Other)
TOTAL	262		

21. Can students from your school take courses that teach skills with which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

VALUE	FREQ.	PCT.	
1	178	67.9%	Yes
2	72	27.5%	Don't know
3	10	3.8%	No
	2	.8%	(Other)
TOTAL	262		

22. How many of these high school vocational courses can you name?

VALUE	FREQ.	PCT.	
1	63	24.0%	None
2	30	11.5%	One
3	50	19.1%	Two
4	45	17.2%	Three
5	73	27.9%	Four or more
	1	.4%	No Response
TOTAL	262		

23. Do you know the name and location of the nearest junior college?

VALUE	FREQ.	PCT.	
1	129	49.2%	Yes
2	52	19.8%	I think so
3	80	30.5%	No
	1	.4%	(Other)
TOTAL	262		

24. How many private trade schools do you know of in the St. Louis metropolitan area?

VALUE	FREQ.	PCT.	
1	176	67.2%	None
2	41	15.6%	One
3	22	8.4%	Two
4	10	3.8%	Three
5	12	4.6%	Four or more
	1	.4%	No Response
TOTAL	262		

25. In the next few years, what percent of new jobs will be vocational-technical jobs (jobs that require at least six months training but no college)?

VALUE	FREQ.	PCT.	
1	24	9.2%	10
2	68	26.0%	30
3	76	29.0%	50
4	70	26.7%	60
5	22	8.4%	80
	2	.8%	(Other)
TOTAL	262		

26. The pay for a vocational-technical job is:

VALUE	FREQ.	PCT.	
1	7	2.7%	More than enough for me
2	72	27.5%	About what I want
3	150	57.3%	Don't know
4	28	10.7%	Somewhat less than I want
5	5	1.9%	Far too little for me
TOTAL	262		

27. The physical surroundings on a vocational-technical job are:

VALUE	FREQ.	PCT.	
1	16	6.1%	Very pleasant
2	109	41.6%	Probably pleasant enough for me
3	121	46.2%	Don't know
4	9	3.4%	Mildly unpleasant
5	7	2.7%	Too unpleasant for me
TOTAL	262		

28. The people in vocational-technical jobs are:

VALUE	FREQ.	PCT.	
1	23	8.8%	The kind of people I like
2	75	28.6%	As easy to work with as people in any job
3	152	58.0%	Don't know
4	10	3.8%	Not the people I am used to
5	2	.8%	Definitely make me uncomfortable
TOTAL	262		

29. I think vocational-technical work is:

VALUE	FREQ.	PCT.	
1	85	32.4%	Very important
2	50	19.1%	Important enough for me to do
3	59	22.5%	Don't know
4	61	23.3%	Not as important as some things I might do
5	6	2.3%	Not important
	1	.4%	(Other)
TOTAL	262		

30. The opportunity for advancement in vocational-technical job is:

VALUE	FREQ.	PCT.	
1	16	6.1%	More than enough for me
2	77	29.4%	Enough for me
3	132	50.4%	Don't know
4	34	13.0%	Less than I would like
5	3	1.1%	Much too little for me
TOTAL	262		

31. Vocational-technical work would hold my interest:

VALUE	FREQ.	PCT.	
1	31	11.8%	All the time
2	84	32.1%	Most of the time
3	77	29.4%	Don't know
4	48	18.3%	Some of the time
5	22	8.4%	Only a little or not at all
TOTAL	262		

32. "Job security" means how safe you are from losing a job. The security of vocaticnal-technical work is:

VALUE	FREQ.	PCT.	
1	12	4.6%	More than enough for me
2	69	26.3%	Enough for me
3	143	54.6%	Don't know
4	35	13.4%	Not as much as I would like
5	3	1.1%	Far too little for me
TOTAL	262		

33. The social status of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	16	6.1%	Very high
2	83	31.7%	High enough for me
3	146	55.7%	Don't know
4	15	5.7%	A little lower than I would like
5	2	.8%	Far too low for me
TOTAL	262		

34. Almost everyone should go to a four-year college after high school if he can afford it.

VALUE	FREQ.	PCT.	
1	41	15.6%	Strongly agree
2	79	30.2%	Agree
3	69	26.3%	Neutral
4	62	23.7%	Disagree
5	11	4.2%	Strongly disagree
TOTAL	262		

35. Vocational and technical education is usually for students who are not smart enough to go to a four year college.

VALUE	FREQ.	PCT.	
1	13	5.0%	Strongly agree
2	44	16.8%	Agree
3	59	22.5%	Neutral
4	109	41.6%	Disagree
5	36	13.7%	Strongly disagree
	1	.4%	(Other)
TOTAL	262		

36. Once you graduate from a vocational training program, it is very difficult to change careers.

VALUE	FREQ.	PCT.	
1	4	1.5%	Strongly agree
2	49	18.7%	Agree
3	86	32.8%	Neutral
4	98	37.4%	Disagree
5	24	9.2%	Strongly disagree
	1	.4%	(Other)
TOTAL	262		

37. How willing are businessmen to help you plan your career?

VALUE	FREQ.	PCT.	
1	19	7.3%	Very willing
2	63	24.0%	Ready to help if I ask them
3	158	60.3%	Unsure/never asked
4	14	5.3%	Businessmen are not very helpful
5	8	3.1%	Businessmen don't care about helping me plan my career
TOTAL	262		

38. How often do you advise your friends to consider vocational-technical education in their future?

VALUE	FREQ.	PCT.	
1	4	1.5%	Very often
2	12	4.6%	Often
3	39	14.9%	Sometimes
4	43	16.4%	Occasionally
5	164	62.6%	Never
TOTAL	262		

We would like to know who you've talked to about careers and what they've said.

39. Teachers

VALUE	FREQ.	PCT.	
1	146	55.7%	Not discussed
2	56	21.4%	Discussed, no comment
3	29	11.1%	Discussed, encouraged Voc-Ed
4	31	11.8%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	262		

40. Counselors

VALUE	FREQ.	PCT.	
1	96	36.6%	Not discussed
2	57	21.8%	Discussed, no comment
3	59	22.5%	Discussed, encouraged Voc-Ed
4	49	18.7%	Discussed, discouraged Voc-Ed or encouraged other
	1	.4%	(Other)
TOTAL	262		

41. Family

VALUE	FREQ.	PCT.	
1	51	19.5%	Not discussed
2	72	27.5%	Discussed, no comment
3	75	28.6%	Discussed, encouraged Voc-Ed
4	63	24.0%	Discussed, discouraged Voc-Ed or encouraged other
	1	.4%	(Other)
TOTAL	262		

42. Friends

VALUE	FREQ.	PCT.	
1	109	41.6%	Not discussed
2	87	33.2%	Discussed, no comment
3	32	12.2%	Discussed, encouraged Voc-Ed
4	34	13.0%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	262		

43. Businessmen

VALUE	FREQ.	PCT.	
1	204	77.9%	Not discussed
2	27	10.3%	Discussed, no comment
3	18	6.9%	Discussed, encouraged Voc-Ed
4	13	5.0%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	262		

44. Have you heard of the Career Fair at Kiel Auditorium on April 25, 26, and 27?

VALUE	FREQ.	PCT.	
1	119	45.4%	Yes
2	139	53.1%	No
	4	1.5%	(Other)
TOTAL	262		

45. If the Career Fair has not yet occurred, will you attend the Career Fair?

VALUE	FREQ.	PCT.	
1	5	1.9%	Yes
2	9	3.4%	Probably
3	9	3.4%	Unsure
4	10	3.8%	No
0	1	.4%	No Response
	228	87.0%	(Other)
TOTAL	262		

46. If the Career Fair has already occurred, did you attend?

VALUE	FREQ.	PCT.	
1	18	6.9%	Yes
2	222	84.7%	No
0	18	6.9%	No Response
	4	1.5%	(Other)
TOTAL	262		

47. Would you like to know more about vocational-technical school and skilled jobs?

VALUE	FREQ.	PCT.	
1	95	36.3%	Yes, much more
2	124	47.3%	Yes, a little more
3	40	15.3%	No
	3	1.1%	(Other)
TOTAL	262		

48. Do you have a technical skill that is used in a vocation, such as typing, auto repair, electronics? You may have learned it on a job, as a hobby, or as part of school.

VALUE	FREQ.	PCT.	
1	24	9.2%	Two or more technical skills and I am good with one of them
2	34	13.0%	Yes, I have a technical skill and am pretty good at it
3	40	15.3%	Yes, two or more technical skills but I know only the basics
4	62	23.7%	Yes, I have a technical skill but I just know the basics
5	102	38.9%	No, I do not have a technical skill
TOTAL	262		

49. What has been your average grade in school this year and last year?

VALUE	FREQ.	PCT.	
1	12	4.6%	A
2	79	30.2%	B
3	139	53.1%	C
4	26	9.9%	D
	6	2.3%	(Other)
TOTAL	262		

50. Can your parents pay for your education after high school, whether it is college, vocational-technical school, or junior college?

VALUE	FREQ.	PCT.	
1	95	36.3%	Yes
2	78	29.8%	My parents can pay for part of my education
3	33	12.6%	They cannot afford to pay for any education after high school
4	53	20.2%	I don't know what my parents can afford
	3	1.1%	(Other)
TOTAL	262		

51. What was the highest level of formal education reached by your father?

VALUE	FREQ.	PCT.	
1	46	17.6%	Grammar school
2	83	31.7%	Some high school
3	77	29.4%	High school graduate
4	30	11.5%	Some college, junior college or Voc-Tech school
5	21	8.0%	Graduated from a four year college
	5	1.9%	(Other)
TOTAL	262		

52. What was the highest level of formal education reached by your mother?

VALUE	FREQ.	PCT.	
1	25	9.5%	Grammar school
2	74	28.2%	Some high school
3	136	51.9%	High school graduate
4	11	4.2%	Some college, junior college, or Voc-Tech school
5	12	4.6%	Graduated from a four year college
	4	1.5%	(Other)
TOTAL	262		

53. In what area is or was your father's occupation?

VALUE	FREQ.	PCT.	
1	24	9.2%	Professional (doctor, teacher, lawyer, etc.)
2	44	16.8%	Management (in business or government)
3	142	54.2%	Vocational-Technical (welder, electrician, lab technician)
4	4	1.5%	Sales (insurance, in a store, etc.)
5	39	14.9%	Unskilled (janitor, night watchman, etc.)
	9	3.4%	(Other)
TOTAL	262		

54. In what area is or was your mother's occupation?

VALUE	FREQ.	PCT.	
1	17	6.5%	Professional
2	22	8.4%	Management
3	47	17.9%	Vocational-Technical
4	19	7.3%	Sales
5	29	11.1%	Unskilled
6	119	45.4%	Housewife
	9	3.4%	(Other)
TOTAL	262		

APPENDIX XIb

DIRECT CONTACT POST-TEST -- X-URBAN DATA

1. How much have you read or thought about careers?

VALUE	FREQ.	PCT.	
1	37	14.9%	Very much
2	53	21.3%	Much
3	111	44.6%	Some
4	37	14.9%	A little
5	11	4.4%	None
TOTAL	249		

2. How many people (besides your parents) do you know well who are training for a vocational-technical job or have a vocational-technical job?

VALUE	FREQ.	PCT.	
1	67	26.9%	None
2	32	12.9%	One
3	63	25.3%	Two-Three
4	33	13.3%	Four or more
5	54	21.7%	I don't know
TOTAL	249		

3. Which career field have you considered entering most?

VALUE	FREQ.	PCT.	
1	77	30.9%	Professional (doctor, teacher, lawyer, etc.)
2	21	8.4%	Management (in business or government)
3	120	48.2%	Skilled (programmer, welder, stenographer, electrician, etc.)
4	9	3.6%	Sales (insurance, in a store, etc.)
5	2	.8%	Unskilled (janitor, maid, etc.)
6	17	6.8%	Housewife
	3	1.2%	(Other)
TOTAL	249		

4. Which is your second choice for a career field?

VALUE	FREQ.	PCT.	
1	33	13.3%	Professional
2	32	12.9%	Management
3	57	22.9%	Skilled
4	26	10.4%	Sales
5	4	1.6%	Unskilled
6	45	18.1%	Housewife
7	51	20.5%	I have not considered a second choice
	1	.4%	(Other)
TOTAL	249		

5. How definite is your career choice?

VALUE	FREQ.	PCT.	
1	29	11.6%	Final
2	136	54.6%	Fairly Certain
3	57	22.9%	Unsure
4	22	8.8%	Only a guess
5	5	2.0%	I have made no choice at all
TOTAL	249		

6. Do you plan to have more than one major occupation during your working life?

VALUE	FREQ.	PCT.	
1	77	30.9%	Yes
2	128	51.4%	I have not considered this
3	44	17.7%	No
TOTAL	249		

7. Do you plan to take a vocational-technical course in high school?

VALUE	FREQ.	PCT.	
1	41	16.5%	Definitely
2	67	26.9%	Probably
3	99	39.8%	Unsure
4	42	16.9%	No
TOTAL	249		

8. What do you plan to do when you leave high school?

VALUE	FREQ.	PCT.	
1	66	26.5%	Go to a 4-year college
2	43	17.3%	Go to a junior college
3	32	12.9%	Go to a vocational-technical school
4	66	26.5%	Get a job
5	22	8.8%	Join the armed forces
6	20	8.0%	I have no plans
TOTAL	249		

Items 9-20 are the names of various jobs. Answer Yes if you think the job is a vocational-technical job, answer No if you think the job is not vocational-technical.

9. Barber or Beautician

VALUE	FREQ.	PCT.	
1	165	66.3%	Yes
2	84	33.7%	No
TOTAL	249		

10. Mail carrier

VALUE	FREQ.	PCT.	
1	85	34.1%	Yes
2	164	65.9%	No
TOTAL	249		

11. Bank teller

VALUE	FREQ.	PCT.	
1	119	47.8%	Yes
2	130	52.2%	No
TOTAL	249		

12. Bricklayer

VALUE	FREQ.	PCT.	
1	153	61.4%	Yes
2	95	38.2%	No
	1	.4%	(Other)
TOTAL	249		

13. Secretary

VALUE	FREQ.	PCT.	
1	177	71.1%	Yes
2	72	28.9%	No
TOTAL	249		

14. Engineer

VALUE	FREQ.	PCT.	
1	171	68.7%	Yes
2	78	31.3%	No
TOTAL	249		

15. Biologist

VALUE	FREQ.	PCT.	
1	94	37.8%	Yes
2	155	62.2%	No
TOTAL	249		

16. Sheet metal worker

VALUE	FREQ.	PCT.	
1	169	67.9%	Yes
2	80	32.1%	No
TOTAL	249		

17. Key punch operator

VALUE	FREQ.	PCT.	
1	174	69.9%	Yes
2	75	30.1%	No
TOTAL	249		

18. Waiter or Waitress

VALUE	FREQ.	PCT.	
1	77	30.9%	Yes
2	172	69.1%	No
TOTAL	249		

19. Computer Programmer

VALUE	FREQ.	PCT.	
1	190	76.3%	Yes
2	59	23.7%	No
TOTAL	249		

20. Medical or Dental Laboratory Technician

VALUE	FREQ.	PCT.	
1	138	55.4%	Yes
2	110	44.2%	No
	1	.4%	(Other)
TOTAL	249		

21. Can students from your school take courses that teach skills with which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

VALUE	FREQ.	PCT.	
1	161	64.7%	Yes
2	81	32.5%	Don't know
3	7	2.8%	No
TOTAL	249		

22. How many of these high school vocational courses can you name?

VALUE	FREQ.	PCT.	
1	70	28.1%	None
2	26	10.4%	One
3	37	14.9%	Two
4	39	15.7%	Three
5	76	30.5%	Four or more
	1	.4%	No response
TOTAL	249		

23. Do you know the name and location of the nearest junior college?

VALUE	FREQ.	PCT.	
1	129	51.8%	Yes
2	52	20.9%	I think so
3	66	26.5%	No
	2	.8%	(Other)
TOTAL	249		

24. How many private trade schools do you know of in the St. Louis metropolitan area?

VALUE	FREQ.	PCT.	
1	158	63.5%	None
2	40	16.1%	One
3	32	12.9%	Two
4	8	3.2%	Three
5	11	4.4%	Four or more
TOTAL	249		

25. In the next few years, what percent of new jobs will be vocational-technical jobs (jobs that require at least six months training but no college?)

VALUE	FREQ.	PCT.	
1	15	6.0%	10
2	42	16.9%	30
3	87	34.9%	50
4	66	26.5%	60
5	39	15.7%	80
TOTAL	249		

26. The pay for a vocational-technical job is:

VALUE	FREQ.	PCT.	
1	16	6.4%	More than enough for me
2	96	38.6%	About what I want
3	118	47.4%	Don't know
4	15	6.0%	Somewhat less than I want
5	4	1.6%	Far too little for me
TOTAL	249		

27. The physical surroundings on a vocational-technical job are:

VALUE	FREQ.	PCT.	
1	31	12.4%	Very pleasant
2	109	43.8%	Probably pleasant enough for me
3	95	38.2%	Don't know
4	8	3.2%	Mildly unpleasant
5	6	2.4%	Too unpleasant for me
TOTAL	249		

28. The people in vocational-technical jobs are:

VALUE	FREQ.	PCT.	
1	28	11.2%	The kind of people I like
2	94	37.8%	As easy to work with as people on any job
3	118	47.4%	Don't know
4	5	2.0%	Not the people I am used to
5	4	1.6%	Definitely make me uncomfortable
TOTAL	249		

29. I think vocational-technical work is:

VALUE	FREQ.	PCT.	
1	75	30.1%	Very important
2	73	29.3%	Important enough for me to do
3	63	25.3%	Don't know
4	35	14.1%	Not as important as some things I might do
5	3	1.2%	Not important
TOTAL	249		

30. The opportunity for advancement in vocational-technical job is:

VALUE	FREQ.	PCT.	
1	14	5.6%	More than enough for me
2	96	38.6%	Enough for me
3	119	47.8%	Don't know
4	19	7.6%	Less than I would like
5	1	.4%	Much too little for me
TOTAL	249		

31. Vocational-technical work would hold my interest:

VALUE	FREQ.	PCT.	
1	32	12.9%	All of the time
2	98	39.4%	Most of the time
3	61	24.5%	Don't know
4	42	16.9%	Some of the time
5	16	6.4%	Only a little or not at all
TOTAL	249		

32. "Job security" means how safe you are from losing a job. The security of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	20	8.0%	More than enough for me
2	81	32.5%	Enough for me
3	123	49.4%	Don't know
4	21	8.4%	Not as much as I would like
5	4	1.6%	Far too little for me
TOTAL	249		

33. The social status of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	25	10.0%	Very high
2	87	34.9%	High enough for me
3	127	51.0%	Don't know
4	7	2.8%	A little lower than I would like
5	3	1.2%	Far too low for me
TOTAL	249		

34. Almost everyone should to to a four-year college after high school if he can afford it.

VALUE	FREQ.	PCT.	
1	40	16.1%	Strongly agree
2	56	22.5%	Agree
3	66	26.5%	Neutral
4	68	27.3%	Disagree
5	19	7.6%	Strongly disagree
TOTAL	249		

35. Vocational and technical education is usually for students who are not smart enough to go to a four year college.

VALUE	FREQ.	PCT.	
1	13	5.2%	Strongly agree
2	34	13.7%	Agree
3	51	20.5%	Neutral
4	105	42.2%	Disagree
5	45	18.1%	Strongly disagree
	1	.4%	(Other)
TOTAL	249		

36. Once you graduate from a vocational training program it is difficult to change careers.

VALUE	FREQ.	PCT.	
1	7	2.8%	Strongly agree
2	27	10.8%	Agree
3	105	42.2%	Neutral
4	95	38.2%	Disagree
5	14	5.6%	Strongly disagree
	1	.4%	(Other)
TOTAL	249		

37. How willing are businessmen to help you plan your career?

VALUE	FREQ.	PCT.	
1	25	10.0%	Very willing
2	55	22.1%	Ready to help if I ask them
3	148	59.4%	Unsure/never asked
4	11	4.4%	Businessmen are not very helpful
5	10	4.0%	Businessmen don't care about helping me plan my career
TOTAL	249		

38. How often do you advise your friends to consider vocational-technical education in their future?

VALUE	FREQ.	PCT.	
1	9	3.6%	Very often
2	8	3.2%	Often
3	60	24.1%	Sometimes
4	40	16.1%	Occasionally
5	131	52.6%	Never
	1	.4%	(Other)
TOTAL	249		

We would like to know who you've talked to about careers and what they've said.

39. Teachers

VALUE	FREQ.	PCT.	
1	131	52.6%	Not discussed
2	63	25.3%	Discussed, no comment
3	29	11.6%	Discussed, encouraged Voc-Ed
4	23	9.2%	Discussed, discouraged Voc-Ed or encouraged other
	3	1.2%	(Other)
TOTAL	249		

40. Counselors

VALUE	FREQ.	PCT.	
1	95	38.2%	Not discussed
2	69	27.7%	Discussed, no comment
3	51	20.5%	Discussed, encouraged Voc-Ed
4	34	13.7%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	249		

41. Family

VALUE	FREQ.	PCT.	
1	66	26.5%	Not discussed
2	71	28.5%	Discussed, no comment
3	62	24.9%	Discussed, encouraged Voc-Ed
4	49	19.7%	Discussed, discouraged Voc-Ed or encouraged other
	1	.4%	(Other)
TOTAL	249		

42. Friends

VALUE	FREQ.	PCT.	
1	96	38.6%	Not discussed
2	73	29.3%	Discussed, no comment
3	43	17.3%	Discussed, encouraged Voc-Ed
4	34	13.7%	Discussed, discouraged Voc-Ed or encouraged other
	3	1.2%	(Other)
TOTAL	249		

43. Businessmen

VALUE	FREQ.	PCT.	
1	182	73.1%	Not discussed
2	22	8.8%	Discussed, no comment
3	25	10.0%	Discussed, encouraged Voc-Ed
4	17	6.8%	Discussed, discouraged Voc-Ed or encouraged other
	3	1.2%	(Other)
TOTAL	249		

44. Have you heard of the Career Fair at Kiel Auditorium on April 25, 26, and 27?

VALUE	FREQ.	PCT.	
1	126	50.6%	Yes
2	114	45.8%	No
	9	3.6%	(Other)
TOTAL	249		

45. If the Career Fair has not yet occurred, will you attend the Career Fair?

VALUE	FREQ.	PCT.	
1	5	2.0%	Yes
2	19	7.6%	Probably
3	19	7.6%	Unsure
4	28	11.2%	No
0	1	.4%	No response
	177	71.1%	(Other)
TOTAL	249		

46. If the Career Fair has already occurred, did you attend?

VALUE	FREQ.	PCT.	
1	19	7.6%	Yes
2	204	81.9%	No
0	19	7.6%	No response
	7	2.8%	(Other)
TOTAL	249		

47. Would you like to know more about vocational-technical school and skilled jobs?

VALUE	FREQ.	PCT.	
1	96	38.6%	Yes, much more
2	118	47.4%	Yes, a little more
3	29	11.6%	No
	6	2.4%	(Other)
TOTAL	249		

48. Do you have a technical skill that is used in a vocation, such as typing, auto repair, electronics? You may have learned it on a job, as a hobby, or as part of school.

VALUE	FREQ.	PCT.	
1	34	13.7%	Two or more technical skills and I am good with one of them
2	33	13.3%	Yes, I have a technical skill and I am pretty good at it
3	45	18.1%	Yes, two or more technical skills but I know only the basics.
4	56	22.5%	Yes, I have a technical skill but I just know the basics
5	77	30.9%	No, I do not have a technical skill
	4	1.6%	(Other)
TOTAL	249		

49. What has been your average grade in school this year and last year?

VALUE	FREQ.	PCT.	
1	18	7.2%	A
2	71	28.5%	B
3	124	49.8%	C
4	29	11.6%	D
	7	2.8%	(Other)
TOTAL	249		

50. Can your parents pay for your education after high school, whether it is college, vocational-technical school, or junior college?

VALUE	FREQ.	PCT.	
1	96	38.6%	Yes
2	74	29.7%	My parents can pay for part of my education
3	32	12.9%	They cannot afford to pay for any education after high school
4	44	17.7%	I don't know what my parents can afford
	3	1.2%	(Other)
TOTAL	249		

51. What was the highest level of formal education reached by your father?

VALUE	FREQ.	PCT.	
1	36	14.5%	Grammar school
2	79	31.7%	Some high school
3	82	32.9%	High school graduate
4	23	9.2%	Some college, junior college, or vocational school
5	25	10.0%	Graduated from a four year college
	4	1.6%	(Other)
TOTAL	249		

52. What was the highest level of formal education reached by your mother?

VALUE	FREQ.	PCT.	
1	22	8.8%	Grammar school
2	64	25.7%	Some high school
3	134	53.8%	High school graduate
4	11	4.4%	Some college, junior college, or vocational school
5	14	5.6%	Graduated from a four year college
0	1	.4%	No response
	3	1.2%	(Other)
TOTAL	249		

53. In what area is or was your father's occupation?

VALUE	FREQ.	PCT.	
1	23	9.2%	Professional (doctor, teacher, lawyer, etc.)
2	50	20.1%	Management (in business or government)
3	124	49.8%	Vocational-technical (welder, stenographer, electrician, lab technician)
4	9	3.6%	Sales (insurance, in a store, etc.)
5	35	14.1%	Unskilled (janitor, night watchman, etc.)
	8	3.2%	(Other)
TOTAL	249		

54. In what area is or was your mother's occupation?

VALUE	FREQ.	PCT.	
1	25	10.0%	Professional
2	20	8.0%	Management
3	28	11.2%	Vocational-technical
4	14	5.6%	Sales
5	27	10.8%	Unskilled
6	114	45.8%	Housewife
	21	8.4%	(Other)
TOTAL	249		

APPENDIX XII

CAREER FAIR POST-TEST --RURAL DATA

1. How much have you read or thought about careers?

VALUE	FREQ.	PCT.	
1	32	17.5%	Very much
2	37	20.2%	Much
3	83	45.4%	Some
4	29	15.8%	A little
5	2	1.1%	None
TOTAL	183		

2. How many people (besides your parents) do you know well who are training for a vocational-technical job or have a vocational-technical job?

VALUE	FREQ.	PCT.	
1	38	20.8%	None
2	13	7.1%	One
3	48	26.2%	Two-Three
4	45	24.6%	Four or more
5	39	21.3%	I don't know
TOTAL	183		

3. Which career field have you considered entering most?

VALUE	FREQ.	PCT.	
1	62	33.9%	Professional (doctor, teacher, lawyer, etc)
2	21	11.5%	Management (in business or government)
3	66	36.1%	Skilled (programmer, welder, stenographer, electrician, lab technician, etc.)
4	15	8.2%	Sales (insurance, in a store, etc.)
5	1	.5%	Unskilled (janitor, maid, etc.)
6	16	8.7%	Housewife
	2	1.1%	(Other)
TOTAL	183		

4. Which is your second choice for a career field?

VALUE	FREQ.	PCT.	
1	30	16.4%	Professional
2	30	16.4%	Management
3	33	18.0%	Skilled
4	18	9.8%	Sales
5	7	3.8%	Unskilled
6	33	18.0%	Housewife
7	31	16.9%	I have not considered a second choice
	1	.5%	(Other)
TOTAL	183		

5. How definite is your career choice?

VALUE	FREQ.	PCT.	
1	19	10.4%	Final
2	83	45.4%	Fairly certain
3	63	34.4%	Unsure
4	14	7.7%	Only a guess
5	4	2.2%	I have made no choice at all
TOTAL	183		

6. Do you plan to have more than one major occupation during your working life?

VALUE	FREQ.	PCT.	
1	51	27.9%	Yes
2	86	47.0%	I have not considered this
3	44	24.0%	No
	2	1.1%	(Other)
TOTAL	183		

7. Do you plan to take a vocational-technical course in high school?

VALUE	FREQ.	PCT.	
1	63	34.4%	Definitely
2	33	18.0%	Probably
3	30	16.4%	Unsure
4	56	30.6%	No
0	1	.5%	No response
TOTAL	183		

8. What do you plan to do when you leave high school?

VALUE	FREQ.	PCT.	
1	45	24.6%	Go to a 4-year college
2	42	23.0%	Go to a junior college
3	17	9.3%	Go to a vocational-technical school
4	48	26.2%	Get a job
5	14	7.7%	Join the armed forces
6	16	8.7%	I have no plans
	1	.5%	(Other)
TOTAL	183		

Items 9-20 are the names of various jobs. Answer Yes if you think the job is a vocational-technical job, answer No if you think the job is not vocational-technical.

9. Barber or Beautician

VALUE	FREQ.	PCT.	
1	112	61.2%	Yes
2	70	38.3%	No
	1	.5%	(Other)
TOTAL	183		

10. Mail Carrier

VALUE	FREQ.	PCT.	
1	45	24.6%	Yes
2	137	74.9%	No
	1	.5%	(Other)
TOTAL	183		

11. Bank Teller

VALUE	FREQ.	PCT.	
1	95	51.9%	Yes
2	87	47.5%	No
	1	.5%	(Other)
TOTAL	183		

12. Bricklayer

VALUE	FREQ.	PCT.	
1	133	72.7%	Yes
2	49	26.8%	No
	1	.5%	(Other)
TOTAL	183		

13. Secretary

VALUE	FREQ.	PCT.	
1	150	82.0%	Yes
2	32	17.5%	No
	1	.5%	(Other)
TOTAL	183		

14. Engineer

VALUE	FREQ.	PCT.	
1	115	62.8%	Yes
2	68	37.2%	No
TOTAL	183		

15. Biologist

VALUE	FREQ.	PCT.	
1	42	23.0%	Yes
2	140	76.5%	No
	1	.5%	(Other)
TOTAL	183		

16. Sheet metal worker

VALUE	FREQ.	PCT.	
1	135	73.8%	Yes
2	46	25.1%	No
	2	1.1%	(Other)
TOTAL	183		

17. Key punch operator

VALUE	FREQ.	PCT.	
1	125	68.3%	Yes
2	58	31.7%	No
TOTAL	183		

18. Waiter or Waitress

VALUE	FREQ.	PCT.	
1	54	29.5%	Yes
2	126	68.9%	No
	3	1.6%	(Other)
TOTAL	183		

19. Computer Programmer

VALUE	FREQ.	PCT.	
1	128	69.9%	Yes
2	55	30.1%	No
TOTAL	183		

20. Medical or Dental Laboratory Technician

VALUE	FREQ.	PCT.	
1	109	59.6%	Yes
2	74	40.4%	No
TOTAL	183		

21. Can students from your school take courses that teach skills with which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

VALUE	FREQ.	PCT.	
1	168	91.8%	Yes
2	13	7.1%	Don't know
3	2	1.1%	No
TOTAL	183		

22. How many of these high school vocational courses can you name?

VALUE	FREQ.	PCT.	
1	13	7.1%	None
2	11	6.0%	One
3	34	18.6%	Two
4	28	15.3%	Three
5	96	52.5%	Four or more
	1	.5%	(Other)
TOTAL	183		

23. Do you know the name and location of the nearest junior college?

VALUE	FREQ.	PCT.	
1	162	88.5%	Yes
2	15	8.2%	I think so
3	5	2.7%	No
	1	.5%	(Other)
TOTAL	183		

24. How many private trade schools do you know of in the St. Louis metropolitan area?

VALUE	FREQ.	PCT.	
1	87	47.5%	None
2	30	16.4%	One
3	36	19.7%	Two
4	13	7.1%	Three
5	17	9.3%	Four or more
TOTAL	183		

25. In the next few years, what percent of new jobs will be vocational-technical jobs (jobs that require at least six months training but no college)?

VALUE	FREQ.	PCT.	
1	8	4.4%	10
2	30	16.4%	30
3	69	37.7%	50
4	56	30.6%	60
5	18	9.8%	80
	2	1.1%	(Other)
TOTAL	183		

26. The pay for a vocational-technical job is:

VALUE	FREQ.	PCT.	
1	8	4.4%	More than enough for me
2	82	44.8%	About what I want
3	73	39.9%	Don't know
4	13	7.1%	Somewhat less than I want
5	6	3.3%	Far too little for me
	1	.5%	(Other)
TOTAL	183		

27. The physical surroundings on a vocational-technical job are:

VALUE	FREQ.	PCT.	
1	28	15.3%	Very pleasant
2	74	40.4%	Probably pleasant enough for me
3	63	34.4%	Don't know
4	12	6.6%	Mildly unpleasant
5	6	3.3%	Too unpleasant for me
TOTAL	183		

28. The people in vocational-technical jobs are:

VALUE	FREQ.	PCT.	
1	31	16.9%	The kind of people I like
2	59	32.2%	As easy to work with as people on any job
3	81	44.3%	Don't know
4	9	4.9%	Not the people I am used to
5	3	1.6%	Definitely make me uncomfortable
TOTAL	183		

29. I think vocational-technical work is:

VALUE	FREQ.	PCT.	
1	85	46.4%	Very important
2	46	25.1%	Important enough for me to do
3	27	14.8%	Don't know
4	25	13.7%	Not as important as some things I might do
TOTAL	183		

30. The opportunity for advancement in vocational-technical job is:

VALUE	FREQ.	PCT.	
1	17	9.3%	More than enough for me
2	86	47.0%	Enough for me
3	61	33.3%	Don't know
4	15	8.2%	Less than I would like
5	4	2.2%	Much too little for me
TOTAL	183		

31. Vocational-technical work would hold my interest:

VALUE	FREQ.	PCT.	
1	32	17.5%	All of the time
2	76	41.5%	Most of the time
3	40	21.9%	Don't know
4	27	14.8%	Some of the time
5	8	4.4%	Only a little or not at all
TOTAL	183		

32. "Job security" means how safe you are from losing a job. The security of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	19	10.4%	More than enough for me
2	79	43.2%	Enough for me
3	73	39.9%	Don't know
4	7	3.8%	Not as much as I would like
5	5	2.7%	Far too little for me
TOTAL	183		

33. The social status of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	30	16.4%	Very high
2	78	42.6%	High enough for me
3	56	30.6%	Don't know
4	17	9.3%	A little lower than I would like
5	2	1.1%	Far too low for me
TOTAL	183		

34. Almost everyone should go to a four-year college after high school if he can afford it.

VALUE	FREQ.	PCT.	
1	21	11.5%	Strongly agree
2	30	16.4%	Agree
3	56	30.6%	Neutral
4	57	31.1%	Disagree
5	19	10.4%	Strongly disagree
TOTAL	183		

35. Vocational and technical education is usually for students who are not smart enough to go to a four year college.

VALUE	FREQ.	PCT.	
1	11	6.0%	Strongly agree
2	18	9.8%	Agree
3	29	15.8%	Neutral
4	81	44.3%	Disagree
5	44	24.0%	Strongly disagree
TOTAL	183		

36. Once you graduate from a vocational training program, it is very difficult to change careers.

VALUE	FREQ.	PCT.	
1	10	5.5%	Strongly agree
2	19	10.4%	Agree
3	47	25.7%	Neutral
4	99	54.1%	Disagree
5	8	4.4%	Strongly disagree
TOTAL	183		

37. How willing are businessmen to help you plan your career?

VALUE	FREQ.	PCT.	
1	20	10.9%	Very willing
2	62	33.9%	Ready to help if I ask them
3	82	44.8%	Unsure/never asked
4	12	6.6%	Businessmen are not very helpful
5	6	3.3%	Businessmen don't care about helping me plan my career
0	1	.5%	No response
TOTAL	183		

38. How often do you advise your friends to consider vocational-technical education in their future?

VALUE	FREQ.	PCT.	
1	7	3.8%	Very often
2	14	7.7%	Often
3	45	24.6%	Sometimes
4	45	24.6%	Occasionally
5	71	38.8%	Never
	1	.5%	(Other)
TOTAL	183		

We would like to know who you've talked to about careers and what they've said.

39. Teachers

VALUE	FREQ.	PCT.	
1	89	48.6%	Not discussed
2	28	15.3%	Discussed, no comment
3	50	27.3%	Discussed, encouraged Voc-Ed
4	15	8.2%	Discussed, discouraged Voc-Ed or encouraged other
	1	.5%	(Other)
TOTAL	183		

40. Counselors

VALUE	FREQ.	PCT.	
1	50	27.3%	Not discussed
2	46	25.1%	Discussed, no comment
3	67	36.6%	Discussed, encouraged Voc-Ed
4	20	10.9%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	183		

41. Family

VALUE	FREQ.	PCT.	
1	35	19.1%	Not discussed
2	54	29.5%	Discussed, no comment
3	60	32.8%	Discussed, encouraged Voc-Ed
4	33	18.0%	Discussed, discouraged Voc-Ed or encouraged other
	1	.5%	(Other)
TOTAL	183		

42. Friends

VALUE	FREQ.	PCT.	
1	48	26.2%	Not discussed
2	65	35.5%	Discussed, no comment
3	50	27.3%	Discussed, encouraged Voc-Ed
4	20	10.9%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	183		

43. Businessmen

VALUE	FREQ.	PCT.	
1	130	71.0%	Not discussed
2	20	10.9%	Discussed, no comment
3	20	10.9%	Discussed, encouraged Voc-Ed
4	10	5.5%	Discussed, discouraged Voc-Ed or encouraged other
	3	1.6%	(Other)
TOTAL	183		

44. Have you heard of the Career Fair at Kiel Auditorium on April 25, 26, and 27?

VALUE	FREQ.	PCT.	
1	178	97.3%	Yes
2	3	1.6%	No
	2	1.1%	(Other)
TOTAL	183		

45. If the Career Fair has not yet occurred, will you attend the Career Fair?

VALUE	FREQ.	PCT.	
1	28	15.3%	Yes
2	5	2.7%	Probably
3	5	2.7%	Unsure
4	8	4.4%	No
0	2	1.1%	No response
	135	73.8%	(Other)
TOTAL	183		

46. If the Career Fair has already occurred, did you attend?

VALUE	FREQ.	PCT.	
1	183	100.0%	Yes
TOTAL	183		

47. Would you like to know more about vocational-technical school and skilled jobs?

VALUE	FREQ.	PCT.	
1	72	39.3%	Yes, much more
2	71	38.8%	Yes, a little more
3	39	21.3%	No
	1	.5%	(Other)
TOTAL	183		

48. Do you have a technical skill that is used in a vocation, such as typing, auto repair, electronics? You may have learned it on a job, as a hobby, or as part of school.

VALUE	FREQ.	PCT.	
1	19	10.4%	Two or more technical skills and I am good with one of them
2	44	24.0%	Yes, I have a technical skill and I am pretty good at it
3	15	8.2%	Yes, two or more technical skills but I know only the basics
4	47	25.7%	Yes, I have a technical skill but I just know the basics
5	51	27.9%	No, I do not have a technical skill
	7	3.8%	(Other)
TOTAL	183		

49. What has been your average grade in school this year and last year?

VALUE	FREQ.	PCT.	
1	18	9.8%	A
2	62	33.9%	B
3	88	48.1%	C
4	4	2.2%	D
	11	6.0%	(Other)
TOTAL	183		

50. Can your parents pay for your education after high school, whether it is college, vocational-technical school, or junior college?

VALUE	FREQ.	PCT.	
1	73	39.9%	Yes
2	53	29.0%	My parents can pay for part of my education
3	17	9.3%	They cannot afford to pay for any education after high school
4	29	15.8%	I don't know what my parents can afford
	11	6.0%	(Other)
TOTAL	183		

51. What was the highest level of formal education reached by your father?

VALUE	FREQ.	PCT.	
1	51	27.9%	Grammar school
2	23	12.6%	Some high school
3	49	26.8%	High school graduate
4	22	12.0%	Some college, junior college, or vocational school
5	18	9.8%	Graduated from a four year college
	20	10.9%	(Other)
TOTAL	183		

52. What was the highest level of formal education reached by your mother?

VALUE	FREQ.	PCT.	
1	46	25.1%	Grammar school
2	27	14.8%	Some high school
3	53	29.0%	High school graduate
4	21	11.5%	Some college, junior college, or vocational school
5	14	7.7%	Graduated from a four year college
	22	12.0%	(Other)
TOTAL	183		

53. In what area is or was your father's occupation?

VALUE	FREQ.	PCT.	
1	16	8.7%	Professional (doctor, teacher, lawyer, etc.)
2	41	22.4%	Management (in business or government)
3	72	39.3%	Vocational-technical (welder, stenographer, electrician, lab technician)
4	13	7.1%	Sales (insurance, in a store, etc.)
5	19	10.4%	Unskilled (janitor, night watchman, etc.)
	22	12.0%	(Other)
TOTAL	183		

54. In what area is or was your mother's occupation?

VALUE	FREQ.	PCT.	
1	19	10.4%	Professional
2	12	6.6%	Management
3	25	13.7%	Vocational-technical
4	6	3.3%	Sales
5	7	3.8%	Unskilled
6	89	48.6%	Housewife
0	1	.5%	No response
	24	13.1%	(Other)
TOTAL	183		

APPENDIX XIII

CAREER FAIR POST-TEST CONTROL GROUP -- RURAL DATA

1. How much have you read or thought about careers?

VALUE	FREQ.	PCT.	
1	30	18.0%	Very much
2	19	11.4%	Much
3	58	34.7%	Some
4	42	25.1%	A little
5	18	10.8%	None
TOTAL	167		

2. How many people (besides your parents) do you know well who are training for a vocational-technical job or have a vocational-technical job?

VALUE	FREQ.	PCT.	
1	50	29.9%	None
2	20	12.0%	One
3	33	19.8%	Two-Three
4	22	13.2%	Four or more
5	42	25.1%	I don't know
TOTAL	167		

3. Which career field have you considered entering most?

VALUE	FREQ.	PCT.	
1	55	32.9%	Professional (doctor, teacher, lawyer, etc.)
2	10	6.0%	Management (in business or government
3	66	39.5%	Skilled (Programmer, welder, stenographer, electrician, lab technician, etc.)
4	16	9.6%	Sales (insurance, in a store, etc.)
5	2	1.2%	Unskilled (janitor, maid, etc.)
6	17	10.2%	Housewife
	1	.6%	(Other)
TOTAL	167		

4. Which is your second choice for a career field?

VALUE	FREQ.	PCT.	
1	18	10.8%	Professional
2	17	10.2%	Management
3	34	20.4%	Skilled
4	17	10.2%	Sales
5	4	2.4%	Unskilled
6	27	16.2%	Housewife
7	50	29.9%	I have not considered a second choice
TOTAL	167		

5. How definite is your career choice?

VALUE	FREQ.	PCT.	
1	16	9.6%	Final
2	72	43.1%	Fairly Certain
3	60	35.9%	Unsure
4	11	6.6%	Only a guess
5	8	4.8%	I have made no choice at all
TOTAL	167		

6. Do you plan to have more than one major occupation during your working life?

VALUE	FREQ.	PCT.	
1	46	27.5%	Yes
2	84	50.3%	I have not considered this
3	37	22.2%	No
TOTAL	167		

7. Do you plan to take a vocational-technical course in high school?

VALUE	FREQ.	PCT.	
1	21	12.6%	Definitely
2	51	30.5%	Probably
3	58	34.7%	Unsure
4	35	21.0%	No
5	2	1.2%	I am a senior
TOTAL	167		

8. What do you plan to do when you leave high school?

VALUE	FREQ.	PCT.	
1	37	22.2%	Go to a 4-year college
2	32	19.2%	Go to a junior college
3	14	8.4%	Go to a vocational-technical school
4	45	26.9%	Get a job
5	16	9.6%	Join the armed forces
6	22	13.2%	I have no plans
	1	.6%	(Other)
TOTAL	167		

Items 9-20 are the names of various jobs. Answer Yes if you think the job is a vocational-technical job, answer No if you think the job is not vocational-technical.

9. Barber or Beautician

VALUE	FREQ.	PCT.	
1	122	73.1%	Yes
2	45	26.9%	No
TOTAL	167		

10. Mail carrier

VALUE	FREQ.	PCT.	
1	62	37.1%	Yes
2	105	62.9%	No
TOTAL	167		

11. Bank teller

VALUE	FREQ.	PCT.	
1	94	56.3%	Yes
2	72	43.1%	No
	1	.6%	(Other)
TOTAL	167		

12. Bricklayer

VALUE	FREQ.	PCT.	
1	102	61.1%	Yes
2	64	38.3%	No
	1	.6%	(Other)
TOTAL	167		

13. Secretary

VALUE	FREQ.	PCT.	
1	114	68.3%	Yes
2	53	31.7%	No
TOTAL	167		

14. Engineer

VALUE	FREQ.	PCT.	
1	102	61.1%	Yes
2	65	38.9%	No
TOTAL	167		

15. Biologist

VALUE	FREQ.	PCT.	
1	58	34.7%	Yes
2	109	65.3%	No
TOTAL	167		

16. Sheet metal worker

VALUE	FREQ.	PCT.	
1	104	62.3%	Yes
2	63	37.7%	No
TOTAL	167		

17. Key punch operator

VALUE	FREQ.	PCT.	
1	110	65.9%	Yes
2	57	34.1%	No
TOTAL	167		

18. Waiter or Waitress

VALUE	FREQ.	PCT.	
1	67	40.1%	Yes
2	100	59.9%	No
TOTAL	167		

19. Computer Programmer

VALUE	FREQ.	PCT.	
1	132	79.0%	Yes
2	34	20.4%	No
	1	.6%	(Other)
TOTAL	167		

20. Medical or Dental Laboratory Technician

VALUE	FREQ.	PCT.	
1	77	46.1%	Yes
2	89	53.3%	No
	1	.6%	(Other)
TOTAL	167		

21. Can students from your school take courses that teach skills with which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

VALUE	FREQ.	PCT.	
1	127	76.0%	Yes
2	33	19.8%	Don't know
3	5	3.0%	No
	2	1.2%	(Other)
TOTAL	167		

22. How many of these high school vocational courses can you name?

VALUE	FREQ.	PCT.	
1	44	26.3%	None
2	30	18.0%	One
3	35	21.0%	Two
4	37	22.2%	Three
5	21	12.6%	Four or more
TOTAL	167		

23. Do you know the name and location of the nearest junior college?

VALUE	FREQ.	PCT.	
1	130	77.8%	Yes
2	16	9.6%	I think so
3	21	12.6%	No
TOTAL	167		

24. How many private trade schools do you know of in the St. Louis metropolitan area?

VALUE	FREQ.	PCT.	
1	121	72.5%	None
2	22	13.2%	One
3	16	9.6%	Two
4	3	1.8%	Three
5	5	3.0%	Four or more
TOTAL	167		

25. In the next few years, what percent of new jobs will be vocational-technical jobs (jobs that require at least six months training but no college)?

VALUE	FREQ.	PCT.	
1	13	7.8%	10
2	47	28.1%	30
3	51	30.5%	50
4	34	20.4%	60
5	20	12.0%	80
	2	1.2%	(Other)
TOTAL	167		

26. The pay for a vocational-technical job is:

VALUE	FREQ.	PCT.	
1	4	2.4%	More than enough for me
2	37	22.2%	About what I want
3	112	67.1%	Don't know
4	7	4.2%	Somewhat less than I want
5	7	4.2%	Far too little for me
TOTAL	167		

27. The physical surroundings on a vocational-technical job are:

VALUE	FREQ.	PCT.	
1	7	4.2%	Very pleasant
2	59	35.3%	Probably pleasant enough for me
3	90	53.9%	Don't know
4	5	3.0%	Mildly unpleasant
5	6	3.6%	Too unpleasant for me
TOTAL	167		

28. The people in vocational-technical jobs are:

VALUE	FREQ.	PCT.	
1	9	5.4%	The kind of people I like
2	46	27.5%	As easy to work with as people on any job
3	102	61.1%	Don't know
4	4	2.4%	Not the people I am used to
5	6	3.6%	Definitely make me uncomfortable
TOTAL	167		

29. I think vocational-technical work is:

VALUE	FREQ.	PCT.	
1	52	31.1%	Very important
2	36	21.6%	Important enough for me to do
3	44	26.3%	Don't know
4	30	18.0%	Not as important as some things I might do
5	5	3.0%	Not important
TOTAL	167		

30. The opportunity for advancement in vocational-technical job is:

VALUE	FREQ.	PCT.	
1	12	7.2%	More than enough for me
2	37	22.2%	Enough for me
3	99	59.3%	Don't know
4	13	7.8%	Less than I would like
5	6	3.6%	Much too little for me
TOTAL	167		

31. Vocational-technical work would hold my interest:

VALUE	FREQ.	PCT.	
1	19	11.4%	All of the time
2	61	36.5%	Most of the time
3	50	29.9%	Don't know
4	23	13.8%	Some of the time
5	14	8.4%	Only a little or not at all
TOTAL	167		

32. "Job security" means how safe you are from losing a job. The security of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	15	9.0%	More than enough for me
2	36	21.6%	Enough for me
3	84	50.3%	Don't know
4	27	16.2%	Not as much as I would like
5	5	3.0%	Far too little for me
TOTAL	167		

33. The social status of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	14	8.4%	Very high
2	39	23.4%	High enough for me
3	99	59.3%	Don't know
4	10	6.0%	A little lower than I would like
5	5	3.0%	Far too low for me
TOTAL	167		

34. Almost everyone should go to a four-year college after school if he can afford it.

VALUE	FREQ.	PCT.	
1	26	15.6%	Strongly agree
2	32	19.2%	Agree
3	56	33.5%	Neutral
4	39	23.4%	Disagree
5	13	7.8%	Strongly disagree
	1	.6%	(Other)
TOTAL	167		

35. Vocational and technical education is usually for students who are not smart enough to go to a four year college.

VALUE	FREQ.	PCT.	
1	9	5.4%	Strongly agree
2	17	10.2%	Agree
3	22	13.2%	Neutral
4	85	50.9%	Disagree
5	34	20.4%	Strongly disagree
TOTAL	167		

36. Once you graduate from a vocational training program, it is very difficult to change careers.

VALUE	FREQ.	PCT.	
1	5	3.0%	Strongly agree
2	13	7.8%	Agree
3	68	40.7%	Neutral
4	65	38.9%	Disagree
5	13	7.8%	Strongly disagree
	3	1.8%	(Other)
TOTAL	167		

37. How willing are businessmen to help you plan your career?

VALUE	FREQ.	PCT.	
1	14	8.4%	Very willing
2	30	18.0%	Ready to help if I ask them
3	104	62.3%	Unsure/never asked
4	12	7.2%	Businessmen are not very helpful
5	6	3.6%	Businessmen don't care about helping me plan my career
	1	.6%	(Other)
TOTAL	167		

38. How often do you advise your friends to consider vocational-technical education in their future?

VALUE	FREQ.	PCT.	
1	2	1.2%	Very often
2	5	3.0%	Often
3	20	12.0%	Sometimes
4	23	13.8%	Occasionally
5	117	70.1%	Never
TOTAL	167		

We would like to know who you've talked to about careers and what they've said.

39. Teachers

VALUE	FREQ.	PCT.	
1	103	61.7%	Not discussed
2	32	19.2%	Discussed, no comment
3	26	15.6%	Discussed, encouraged Voc-Ed
4	4	2.4%	Discussed, discouraged Voc-Ed or encouraged other
	2	1.2%	(Other)
TOTAL	167		

40. Counselors

VALUE	FREQ.	PCT.	
1	109	65.3%	Not discussed
2	23	13.8%	Discussed, no comment
3	25	15.0%	Discussed, encouraged Voc-Ed
4	7	4.2%	Discussed, discouraged Voc-Ed or encouraged other
	3	1.8%	(Other)
TOTAL	167		

41. Family

VALUE	FREQ.	PCT.	
1	50	29.9%	Not discussed
2	45	26.9%	Discussed, no comment
3	39	23.4%	Discussed, encouraged Voc-Ed
4	29	17.4%	Discussed, discouraged Voc-Ed or encouraged other
	4	2.4%	(Other)
TOTAL	167		

42. Friends

VALUE	FREQ.	PCT.	
1	84	50.3%	Not discussed
2	45	26.9%	Discussed, no comment
3	24	14.4%	Discussed, encouraged Voc-Ed
4	11	6.6%	Discussed, discouraged Voc-Ed or encouraged other
	3	1.8%	(Other)
TOTAL	167		

43. Businessmen

VALUE	FREQ.	PCT.	
1	129	77.2%	Not discussed
2	14	8.4%	Discussed, no comment
3	13	7.8%	Discussed, encouraged Voc-Ed
4	9	5.4%	Discussed, discouraged Voc-Ed or encouraged other
	2	1.2%	(Other)
TOTAL	167		

44. Have you heard of the Career Fair at Kiel Auditorium on April 25, 26, and 27?

VALUE	FREQ.	PCT.	
1	77	46.1%	Yes
2	90	53.9%	No
TOTAL	167		

45. If the Career Fair has not yet occurred, will you attend the Career Fair?

VALUE	FREQ.	PCT.	
1	2	1.2%	Yes
2	5	3.0%	Probably
3	4	2.4%	Unsure
4	10	6.0%	No
0	2	1.2%	No response
	144	86.2%	(Other)
TOTAL	167		

46. If the Career Fair has already occurred, did you attend?

VALUE	FREQ.	PCT.	
1	8	4.8%	Yes
2	149	89.2%	No
0	8	4.8%	No response
	2	1.2%	(Other)
TOTAL	167		

47. Would you like to know more about vocational-technical school and skilled jobs?

VALUE	FREQ.	PCT.	
1	70	41.9%	Yes, much more
2	69	41.3%	Yes, a little more
3	26	15.6%	No
	2	1.2%	(Other)
TOTAL	167		

48. Do you have a technical skill that is used in a vocation, such as typing, auto repair, electronics? You may have learned it on a job, as a hobby, or as part of school.

VALUE	FREQ.	PCT.	
1	18	10.8%	Two or more technical skills and I am good with one of them
2	18	10.8%	Yes, I have a technical skill and I am pretty good at it
3	19	11.4%	Yes, two or more technical skills but I only know the basics
4	32	19.2%	Yes, I have a technical skill but I just know the basics
5	79	47.3%	No, I do not have a technical skill
	1	.6%	(Other)
TOTAL	167		

49. What has been your average grade in school this year and last year?

VALUE	FREQ.	PCT.	
1	12	7.2%	A
2	57	34.1%	B
3	66	39.5%	C
4	19	11.4%	D
	13	7.8%	(Other)
TOTAL	167		

50. Can your parents pay for your education after high school, whether it is college, vocational-technical school, or junior college?

VALUE	FREQ.	PCT.	
1	65	38.9%	Yes
2	51	30.5%	My parents can pay for part of my education
3	8	4.8%	They cannot afford to pay for any education after high school
4	40	24.0%	I don't know what my parents can afford
	3	1.8%	(Other)
TOTAL	167		

51. What was the highest level of formal education reached by your father?

VALUE	FREQ.	PCT.	
1	44	26.3%	Grammar school
2	47	28.1%	Some high school
3	48	28.7%	High school graduate
4	16	9.6%	Some college, junior college, or vocational school
5	9	5.4%	Graduated from a four year college
	3	1.8%	(Other)
TOTAL	167		

52. What was the highest level of formal education reached by your mother?

VALUE	FREQ.	PCT.	
1	36	21.6%	Grammar school
2	48	28.7%	Some high school
3	60	35.9%	High school graduate
4	13	7.8%	Some college, junior college, or vocational school
5	8	4.8%	Graduated from a four year college
	2	1.2%	(Other)
TOTAL	167		

53. In what area is or was your father's occupation?

VALUE	FREQ.	PCT.	
1	15	9.0%	Professional (doctor, teacher, lawyer, etc.)
2	34	20.4%	Management (in business or government)
3	79	47.3%	Vocational-technical (welder, stenographer, electrician, lab technician)
4	7	4.2%	Sales (insurance, in a store, etc.)
5	29	17.4%	Unskilled (janitor, night watchman, etc.)
	3	1.8%	(Other)
TOTAL	167		

54. In what area is or was your mother's occupation?

VALUE	FREQ.	PCT.	
1	8	4.8%	Professional
2	11	6.6%	Management
3	17	10.2%	Vocational-technical
4	18	10.8%	Sales
5	16	9.6%	Unskilled
6	91	54.5%	Housewife
	6	3.6%	(Other)
TOTAL	167		

APPENDIX XIV

CAREER FAIR POST-TEST -- URBAN DATA

1. How much have you read or thought about careers?

VALUE	FREQ.	PCT.	
1	9	28.1%	Very much
2	8	25.0%	Much
3	5	15.6%	Some
4	8	25.0%	A little
5	2	6.3%	None
TOTAL	32		

2. How many people (besides your parents) do you know well who are training for a vocational-technical job or have a vocational-technical job?

VALUE	FREQ.	PCT.	
1	8	25.0%	None
2	4	12.5%	One
3	3	9.4%	Two-Three
4	4	12.5%	Four or more
5	12	37.5%	I don't know
	1	3.1%	(Other)
TOTAL	32		

3. Which career field have you considered entering most?

VALUE	FREQ.	PCT.	
1	15	46.9%	Professional (doctor, teacher, lawyer, etc.)
2	4	12.5%	Management (in business or government)
3	9	28.1%	Skilled (programmer, welder, stenographer, electrician, etc.)
6	3	9.4%	Housewife
	1	3.1%	(Other)
TOTAL	32		

4. Which is your second choice for a career field?

VALUE	FREQ.	PCT.	
1	8	25.0%	Professional
2	1	3.1%	Management
3	4	12.5%	Skilled
4	5	15.6%	Sales
6	4	12.5%	Housewife
7	9	28.1%	I have not considered a second choice
	1	3.1%	(Other)
TOTAL	32		

5. How definite is your career choice?

VALUE	FREQ.	PCT.	
1	5	15.6%	Final
2	15	46.9%	Fairly certain
3	3	9.4%	Unsure
4	5	15.6%	Only a guess
5	4	12.5%	I have made no choice at all
TOTAL	32		

6. Do you plan to have more than one major occupation during your working life?

VALUE	FREQ.	PCT.	
1	18	56.3%	Yes
2	12	37.5%	I have not considered this
3	2	6.3%	No
TOTAL	32		

7. Do you plan to take a vocational-technical course in high school?

VALUE	FREQ.	PCT.	
1	10	31.3%	Definitely
2	14	43.8%	Probably
3	5	15.6%	Unsure
4	3	9.4%	No
TOTAL	32		

8. What do you plan to do when you leave high school?

VALUE	FREQ.	PCT.	
1	12	37.5%	Go to a 4-year college
3	1	3.1%	Go to a vocational-technical school
4	12	37.5%	Get a job
5	4	12.5%	Join the armed forces
6	3	9.4%	I have no plans
TOTAL	32		

Items 9-20 are the names of various jobs. Answer Yes if you think the job is a vocational-technical job, answer No if you think the job is not vocational-technical.

9. Barber or Beautician

VALUE	FREQ.	PCT.	
1	19	59.4%	Yes
2	11	34.4%	No
	2	6.3%	(Other)
TOTAL	32		

10. Mail carrier

VALUE	FREQ.	PCT.	
1	10	31.3%	Yes
2	20	62.5%	No
	2	6.3%	(Other)
TOTAL	32		

11. Bank teller

VALUE	FREQ.	PCT.	
1	18	56.3%	Yes
2	12	37.5%	No
	2	6.3%	(Other)
TOTAL	32		

12. Bricklayer

VALUE	FREQ.	PCT.	
1	7	21.9%	Yes
2	23	71.9%	No
	2	6.3%	(Other)
TOTAL	32		

13. Secretary

VALUE	FREQ.	PCT.	
1	24	75.0%	Yes
2	6	18.8%	No
	2	6.3%	(Other)
TOTAL	32		

14. Engineer

VALUE	FREQ.	PCT.	
1	17	53.1%	Yes
2	12	37.5%	No
	3	9.4%	(Other)
TOTAL	32		

15. Biologist

VALUE	FREQ.	PCT.	
1	13	40.6%	Yes
2	17	53.1%	No
	2	6.3%	(Other)
TOTAL	32		

16. Sheet metal worker

VALUE	FREQ.	PCT.	
1	17	53.1%	Yes
2	13	40.6%	No
	2	6.3%	(Other)
TOTAL	32		

17. Key punch operator

VALUE	FREQ.	PCT.	
1	21	65.6%	Yes
2	9	28.1%	No
	2	6.3%	(Other)
TOTAL	32		

18. Waiter or Waitress

VALUE	FREQ.	PCT.	
1	6	18.8%	Yes
2	24	75.0%	No
	2	6.3%	(Other)
TOTAL	32		

19. Computer Programmer

VALUE	FREQ.	PCT.	
1	22	68.8%	Yes
2	8	25.0%	No
	2	6.3%	(Other)
TOTAL	32		

20. Medical or Dental Laboratory Technician

VALUE	FREQ.	PCT.	
1	19	59.4%	Yes
2	11	34.4%	No
	2	6.3%	(Other)
TOTAL	32		

21. Can students from your school take courses that teach skills which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

VALUE	FREQ.	PCT.	
1	14	43.8%	Yes
2	15	46.9%	Don't know
3	3	9.4%	No
TOTAL	32		

22. How many of these high school vocational courses can you name?

VALUE	FREQ.	PCT.	
1	8	25.0%	None
2	7	21.9%	One
3	7	21.9%	Two
4	4	12.5%	Three
5	6	18.8%	Four or more
TOTAL	32		

23. Do you know the name and location of the nearest junior college?

VALUE	FREQ.	PCT.	
1	14	43.8%	Yes
2	8	25.0%	I think so
3	10	31.3%	No
TOTAL	32		

24. How many private trade schools do you know of in the St. Louis metropolitan area?

VALUE	FREQ.	PCT.	
1	16	50.0%	None
2	8	25.0%	One
3	5	15.6%	Two
4	1	3.1%	Three
5	2	6.3%	Four or more
TOTAL	32		

25. In the next few years, what percent of new jobs will be vocational-technical jobs (jobs that require at least six months training but no college?)

VALUE	FREQ.	PCT.	
1	3	9.4%	10
2	9	28.1%	30
3	4	12.5%	50
4	9	28.1%	60
5	6	18.8%	80
	1	3.1%	(Other)
TOTAL	32		

26. The pay for a vocational-technical job is:

VALUE	FREQ.	PCT.	
1	1	3.1%	More than enough for me
2	13	40.6%	About what I want
3	16	50.0%	Don't know
5	2	6.3%	Far too little for me
TOTAL	32		

27. The physical surroundings on a vocational-technical job are:

VALUE	FREQ.	PCT.	
1	4	12.5%	Very pleasant
2	17	53.1%	Probably pleasant enough for me
3	10	31.3%	Don't know
4	1	3.1%	Mildly unpleasant
TOTAL	32		

28. The people in vocational-technical jobs are:

VALUE	FREQ.	PCT.	
1	1	3.1%	The kind of people I like
2	11	34.4%	As easy to work with as people on any job
3	19	59.4%	Don't know
4	1	3.1%	Not the people I am used to
TOTAL	32		

29. I think vocational-technical work is:

VALUE	FREQ.	PCT.	
1	12	37.5%	Very important
2	8	25.0%	Important enough for me to do
3	7	21.9%	Don't know
4	4	12.5%	Not as important as some things I might do
5	1	3.1%	Not important
TOTAL	32		

30. The opportunity for advancement in vocational-technical job is:

VALUE	FREQ.	PCT.	
1	2	6.3%	More than enough for me
2	18	56.3%	Enough for me
3	9	28.1%	Don't know
4	3	9.4%	Less than I would like
TOTAL	32		

31. Vocational-technical work would hold my interest:

VALUE	FREQ.	PCT.	
1	8	25.0%	All of the time
2	11	34.4%	Most of the time
3	5	15.6%	Don't know
4	5	15.6%	Some of the time
5	3	9.4%	Only a little or not at all
TOTAL	32		

32. "Job security" means how safe you are from losing a job
The security of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	3	9.4%	More than enough for me
2	11	34.4%	Enough for me
3	15	46.9%	Don't know
4	3	9.4%	Not as much as I would like
TOTAL	32		

33. The social status of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	1	3.1%	Very high
2	12	37.5%	High enough for me
3	16	50.0%	Don't know
4	3	9.4%	A little lower than I would like
TOTAL	32		

34. Almost everyone should go to a four-year college after high school if he can afford it.

VALUE	FREQ.	PCT.	
1	8	25.0%	Strongly agree
2	14	43.8%	Agree
3	8	25.0%	Neutral
4	1	3.1%	Disagree
5	1	3.1%	Strongly disagree
TOTAL	32		

35. Vocational and technical education is usually for students who are not smart enough to go to a four year college.

VALUE	FREQ.	PCT.	
1	4	12.5%	Strongly agree
2	4	12.5%	Agree
3	3	9.4%	Neutral
4	15	46.9%	Disagree
5	6	18.8%	Strongly disagree
TOTAL	32		

36. Once you graduate from a vocational training program, it is difficult to change careers.

VALUE	FREQ.	PCT.	
1	1	3.1%	Strongly agree
2	5	15.6%	Agree
3	13	40.6%	Neutral
4	11	34.4%	Disagree
5	2	6.3%	Strongly disagree
TOTAL	32		

37. How willing are businessmen to help you plan your career?

VALUE	FREQ.	PCT.	
1	4	12.5%	Very willing
2	7	21.9%	Ready to help if I ask them
3	18	56.3%	Unsure/Never asked
4	3	9.4%	Businessmen are not very helpful
TOTAL	32		

38. How often do you advise your friends to consider vocational-technical education in their future?

VALUE	FREQ.	PCT.	
1	1	3.1%	Very often
2	4	12.5%	Often
3	4	12.5%	Sometimes
4	8	25.0%	Occasionally
5	15	46.9%	Never
TOTAL	32		

We would like to know who you've talked to about careers and what they've said.

39. Teachers

VALUE	FREQ.	PCT.	
1	14	43.8%	Not discussed
2	7	21.9%	Discussed, no comment
3	5	15.6%	Discussed, encouraged Voc-Ed
4	4	12.5%	Discussed, discouraged Voc-Ed or encouraged other
	2	6.3%	(Other)
TOTAL	32		

40. Counselors

VALUE	FREQ.	PCT.	
1	20	62.5%	Not discussed
2	5	15.6%	Discussed, no comment
3	3	9.4%	Discussed, encouraged Voc-Ed
4	2	6.3%	Discussed, discouraged Voc-Ed or encouraged other
	2	6.3%	(Other)
TOTAL	32		

41. Family

VALUE	FREQ.	PCT.	
1	11	34.4%	Not discussed
2	8	25.0%	Discussed, no comment
3	6	18.8%	Discussed, encouraged Voc-Ed
4	5	15.6%	Discussed, discouraged Voc-Ed or encouraged other
	2	6.3%	(Other)
TOTAL	32		

42. Friends

VALUE	FREQ.	PCT.	
1	13	40.6%	Not discussed
2	10	31.3%	Discussed, no comment
3	5	15.6%	Discussed, encouraged Voc-Ed
4	2	6.3%	Discussed, discouraged Voc-Ed or encouraged other
	2	6.3%	(Other)
TOTAL	32		

43. Businessmen

VALUE	FREQ.	PCT.	
1	26	81.3%	Not discussed
2	1	3.1%	Discussed, no comment
3	1	3.1%	Discussed, encouraged Voc-Ed
4	2	6.3%	Discussed, discouraged Voc-Ed or encouraged other
	2	6.3%	(Other)
TOTAL	32		

44. Have you heard of the Career Fair at Kiel Auditorium on April 25, 26, and 27?

VALUE	FREQ.	PCT.	
1	32	100.0%	Yes
TOTAL	32		

45. If the Career Fair has not yet occurred, will you attend the Career Fair?

VALUE	FREQ.	PCT.	
1	5	15.6%	Yes
2	2	6.3%	Probably
	25	78.1%	(Other)
TOTAL	32		

46. If the Career Fair has already occurred, did you attend?

VALUE	FREQ.	PCT.	
1	32	100.0%	Yes
TOTAL	32		

47. Would you like to know more about vocational-technical school and skilled jobs?

VALUE	FREQ.	PCT.	
1	17	53.1%	Yes, much more
2	12	37.5%	Yes, a little more
	3	9.4%	(Other)
TOTAL	32		

48. Do you have a technical skill that is used in a vocation, such as typing, auto repair, electronics? You may have learned it on a job, as a hobby, or as part of school.

VALUE	FREQ.	PCT.	
1	3	9.4%	Two or more technical skills and I am good with one of them
2	7	21.9%	Yes, I have a technical skill and I am pretty good at it
3	1	3.1%	Yes, two or more technical skills but I know only the basics
4	3	9.4%	Yes, I have a technical skill but I just know the basics
5	17	53.1%	No, I do not have a technical skill
	1	3.1%	(Other)
TOTAL	32		

49. What has been your average grade in school this year and last year?

VALUE	FREQ.	PCT.	
1	6	18.8%	A
2	17	53.1%	B
3	5	15.6%	C
4	1	3.1%	D
	3	9.4%	(Other)
TOTAL	32		

50. Can your parents pay for your education after high school, whether it is college, vocational-technical school, or junior college?

VALUE	FREQ.	PCT.	
1	13	40.6%	Yes
2	7	21.9%	My parents can pay for part of my education
3	2	6.3%	They cannot afford to pay for any education after high school
4	9	28.1%	I don't know what my parents can afford
	1	3.1%	(Other)
TOTAL	32		

51. What was the highest level of formal education reached by your father?

VALUE	FREQ.	PCT.	
1	11	34.4%	Grammar school
2	7	21.9%	Some high school
3	9	28.1%	High school graduate
4	4	12.5%	Some college, junior college, or vocational school
5	1	3.1%	Graduated from a four year college
TOTAL	32		

52. What was the highest level of formal education reached by your mother?

VALUE	FREQ.	PCT.	
1	1	3.1%	Grammar school
2	15	46.9%	Some high school
3	9	28.1%	High school graduate
4	1	3.1%	Some college, junior college, or vocational school
5	3	9.4%	Graduated from a four year college
	3	9.4%	(Other)
TOTAL	32		

53. In what area is or was your father's occupation?

VALUE	FREQ.	PCT.	
1	1	3.1%	Professional (doctor, teacher, lawyer, etc.)
2	7	21.9%	Management (in business or government)
3	10	31.3%	Vocational-technical (welder, stenographer, electrician, lab technician)
4	2	6.3%	Sales (insurance, in a store, etc.)
5	6	18.8%	Unskilled (janitor, night watchman, etc.)
	6	18.8%	(Other)
TOTAL	32		

54. In what area is or was your mother's occupation?

VALUE	FREQ.	PCT.	
1	5	15.6%	Professional
2	5	15.6%	Management
3	2	6.3%	Vocational-technical
5	4	12.5%	Unskilled
6	13	40.6%	Housewife
	3	9.4%	(Other)
TOTAL	32		

APPENDIX XV

CAREER FAIR POST-TEST CONTROL GROUP -- URBAN DATA

1. How much have you read or thought about careers?

VALUE	FREQ.	PCT.	
1	4	17.4%	Very much
2	3	13.0%	Much
3	6	26.1%	Some
4	6	26.1%	A little
5	4	17.4%	None
TOTAL	23		

2. How many people (besides your parents) do you know who are training for a vocational-technical job or have a vocational-technical job?

VALUE	FREQ.	PCT.	
1	9	39.1%	None
2	4	17.4%	One
3	3	13.0%	Two-Three
4	1	4.3%	Four or more
5	6	26.1%	I don't know
TOTAL	23		

3. Which career field have you considered entering most?

VALUE	FREQ.	PCT.	
1	9	39.1%	Professional (doctor, teacher, lawyer, etc.)
2	2	8.7%	Management (in business or government)
3	10	43.5%	Skilled (programmer, welder, stenographer, electrician, etc.)
4	2	8.7%	Sales (insurance, in a store, etc.)
TOTAL	23		

4. Which is your second choice for a career field?

VALUE	FREQ.	PCT.	
1	4	17.4%	Professional
2	4	17.4%	Management
3	1	4.3%	Skilled
4	1	4.3%	Sales
6	5	21.7%	Housewife
7	8	34.8%	I have not considered a second choice
TOTAL	23		

5. How definite is your career choice?

VALUE	FREQ.	PCT.	
1	2	8.7%	Final
2	8	34.8%	Fairly certain
3	9	39.1%	Unsure
4	3	13.0%	Only a guess
5	1	4.3%	I have made no choice at all
TOTAL	23		

6. Do you plan to have more than one major occupation during your working life?

VALUE	FREQ.	PCT.	
1	4	17.4%	Yes
2	16	69.6%	I have not considered this
3	3	13.0%	No
TOTAL	23		

7. Do you plan to take a vocational-technical course in high school?

VALUE	FREQ.	PCT.	
1	4	17.4%	Definitely
2	7	30.4%	Probably
3	10	43.5%	Unsure
4	2	8.7%	No
TOTAL	23		

8. What do you plan to do when you leave high school?

VALUE	FREQ.	PCT.	
1	7	30.4%	Go to a 4-year college
3	1	4.3%	Go to a vocational-technical school
4	10	43.5%	Get a job
5	1	4.3%	Join the armed forces
6	4	17.4%	I have no plans
TOTAL	23		

Items 9-20 are the names of various jobs. Answer Yes if you think the job is a vocational-technical job, answer No if you think the job is not vocational-technical.

9. Barber or Beautician

VALUE	FREQ.	PCT.	
1	11	47.8%	Yes
2	11	47.8%	No
	1	4.3%	(Other)
TOTAL	23		

10. Mail carrier

VALUE	FREQ.	PCT.	
1	5	21.7%	Yes
2	17	73.9%	No
	1	4.3%	(Other)
TOTAL	23		

11. Bank Teller

VALUE	FREQ.	PCT.	
1	10	43.5%	Yes
2	12	52.2%	No
	1	4.3%	(Other)
TOTAL	23		

12. Bricklayer

VALUE	FREQ.	PCT.	
1	9	39.1%	Yes
2	13	56.5%	No
	1	4.3%	(Other)
TOTAL	23		

13. Secretary

VALUE	FREQ.	PCT.	
1	19	82.6%	Yes
2	3	13.0%	No
	1	4.3%	(Other)
TOTAL	23		

14. Engineer

VALUE	FREQ.	PCT.	
1	17	73.9%	Yes
2	5	21.7%	No
	1	4.3%	(Other)
TOTAL	23		

15. Biologist

VALUE	FREQ.	PCT.	
1	11	47.8%	Yes
2	11	47.8%	No
	1	4.3%	(Other)
TOTAL	23		

16. Sheet metal worker

VALUE	FREQ.	PCT.	
1	17	73.9%	Yes
2	5	21.7%	No
	1	4.3%	(Other)
TOTAL	23		

17. Key punch operator

VALUE	FREQ.	PCT.	
1	19	82.6%	Yes
2	3	13.0%	No
	1	4.3%	(Other)
TOTAL	23		

18. Waiter or Waitress

VALUE	FREQ.	PCT.	
1	5	21.7%	Yes
2	17	73.9%	No
	1	4.3%	(Other)
TOTAL	23		

19. Computer Programmer

VALUE	FREQ.	PCT.	
1	20	87.0%	Yes
2	2	8.7%	No
	1	4.3%	(Other)
TOTAL	23		

20. Medical or Dental Laboratory Technician

VALUE	FREQ.	PCT.	
1	14	60.9%	Yes
2	8	34.8%	No
	1	4.3%	(Other)
TOTAL	23		

21. Can students from your school take courses that teach skills with which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

VALUE	FREQ.	PCT.	
1	10	43.5%	Yes
2	9	39.1%	Don't know
3	4	17.4%	No
TOTAL	23		

22. How many of these high school vocational courses can you name?

VALUE	FREQ.	PCT.	
1	6	26.1%	None
2	5	21.7%	One
3	1	4.3%	Two
4	1	4.3%	Three
5	10	43.4%	Four or more
TOTAL	23		

23. Do you know the name and location of the nearest junior college?

VALUE	FREQ.	PCT.	
1	4	17.4%	Yes
2	3	13.0%	I think so
3	16	69.6%	No
TOTAL	23		

24. How many private trade schools do you know of in the St. Louis metropolitan area?

VALUE	FREQ.	PCT.	
1	14	60.9%	None
2	4	17.4%	One
3	4	17.4%	Two
4	1	4.3%	Three
TOTAL	23		

25. In the next few years, what percent of new jobs will be vocational-technical jobs (jobs that require at least six months training but no college)?

VALUE	FREQ.	PCT.	
1	4	17.4%	10
2	7	30.4%	30
3	6	26.1%	50
4	3	13.0%	60
5	3	13.0%	80
TOTAL	23		

26. The pay for a vocational-technical job is:

VALUE	FREQ.	PCT.	
1	3	13.0%	More than enough for me
2	7	30.4%	About what I want
3	12	52.2%	Don't know
5	1	4.3%	Far too little for me
TOTAL	23		

27. The physical surroundings on a vocational-technical job are:

VALUE	FREQ.	PCT.	
1	1	4.3%	Very pleasant
2	12	52.2%	Probably pleasant enough for me
3	9	39.1%	Don't know
4	1	4.3%	Mildly unpleasant
TOTAL	23		

28. The people in vocational-technical jobs are:

VALUE	FREQ.	PCT.	
1	1	4.3%	The kind of people I like
2	3	13.0%	As easy to work with as people on any job
3	19	82.6%	Don't know
TOTAL	23		

29. I think vocational-technical work is:

VALUE	FREQ.	PCT.	
1	7	30.4%	Very important
2	5	21.7%	Important enough for me to do
3	8	34.8%	Don't know
4	3	13.0%	Not as important as some things I might do
TOTAL	23		

30. The opportunity for advancement in vocational-technical job is:

VALUE	FREQ.	PCT.	
1	1	4.3%	More than enough for me
2	6	26.1%	Enough for me
3	13	56.5%	Don't know
4	3	13.0%	Less than I would like
TOTAL	23		

31. Vocational-technical work would hold my interest:

VALUE	FREQ.	PCT.	
1	4	17.4%	All of the time
2	9	39.1%	Most of the time
3	5	21.7%	Don't know
4	4	17.4%	Some of the time
5	1	4.3%	Only a little or not at all
TOTAL	23		

32. "Job security" means how safe you are from losing a job. The security of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	3	13.0%	More than enough for me
2	3	13.0%	Enough for me
3	15	65.2%	Don't know
4	2	8.7%	Not as much as I would like
TOTAL	23		

33. The social status of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	3	13.0%	Very high
2	4	17.4%	High enough for me
3	13	56.5%	Don't know
4	3	13.0%	A little lower than I would like
TOTAL	23		

34. Almost everyone should go to a four-year college after high school if he can afford it.

VALUE	FREQ.	PCT.	
1	5	21.7%	Strongly agree
2	8	34.8%	Agree
3	7	30.4%	Neutral
4	2	8.7%	Disagree
5	1	4.3%	Strongly disagree
TOTAL	23		

35. Vocational and technical education is usually for students who are not smart enough to go to a four year college.

VALUE	FREQ.	PCT.	
2	2	8.7%	Agree
3	8	34.8%	Neutral
4	7	30.4%	Disagree
5	6	26.1%	Strongly disagree
TOTAL	23		

36. Once you graduate from a vocational training program, it is very difficult to change careers.

VALUE	FREQ.	PCT.	
1	3	13.0%	Strongly agree
2	5	21.7%	Agree
3	5	21.7%	Neutral
4	8	34.8%	Disagree
5	2	8.7%	Strongly disagree
TOTAL	23		

37. How willing are businessmen to help you plan your career?

VALUE	FREQ.	PCT.	
1	2	8.7%	Very willing
2	6	26.1%	Ready to help if I ask them
3	13	56.5%	Unsure/never asked
5	2	8.7%	Businessmen don't care about helping me plan my career
TOTAL	23		

38. How often do you advise your friends to consider vocational-technical education in their future?

VALUE	FREQ.	PCT.	
1	1	4.3%	Very often
2	1	4.3%	Often
3	4	17.4%	Sometimes
4	7	30.4%	Occasionally
5	9	39.1%	Never
	1	4.3%	(Other)
TOTAL	23		

We would like to know who you've talked to about careers and what they've said.

39. Teachers

VALUE	FREQ.	PCT.	
1	13	56.5%	Not discussed
2	3	13.0%	Discussed, no comment
3	7	30.4%	Discussed, encouraged Voc-Ed
TOTAL	23		

40. Counselors

VALUE	FREQ.	PCT.	
1	16	69.6%	Not discussed
2	1	4.3%	Discussed, no comment
3	2	8.7%	Discussed, encouraged Voc-Ed
4	3	13.0%	Discussed, discouraged Voc-Ed or encouraged other
	1	4.3%	(Other)
TOTAL	23		

41. Family

VALUE	FREQ.	PCT.	
1	9	39.1%	Not discussed
2	5	21.7%	Discussed, no comment
3	8	34.8%	Discussed, encouraged Voc-Ed
4	1	4.3%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	23		

42. Friends

VALUE	FREQ.	PCT.	
1	8	34.8%	Not discussed
2	7	30.4%	Discussed, no comment
3	4	17.4%	Discussed, encouraged Voc-Ed
4	3	13.0%	Discussed, discouraged Voc-Ed or encouraged other
	1	4.3%	(Other)
TOTAL	23		

43. Businessmen

VALUE	FREQ.	PCT.	
1	16	69.6%	Not discussed
2	2	8.7%	Discussed, no comment
3	5	21.7%	Discussed, encouraged Voc-Ed
TOTAL	23		

44. Have you heard of the Career Fair at Kiel Auditorium on April 25, 26, and 27?

VALUE	FREQ.	PCT.	
1	8	34.8%	Yes
2	14	60.9%	No
	1	4.3%	(Other)
TOTAL	23		

45. If the Career Fair has not yet occurred, will you attend the Career Fair?

VALUE	FREQ.	PCT.	
3	1	4.3%	Unsure
4	1	4.3%	No
	21	91.3%	(Other)
TOTAL	23		

46. If the Career Fair has already occurred, did you attend?

VALUE	FREQ.	PCT.	
1	2	8.7%	Yes
2	21	91.3%	No
TOTAL	23		

47. Would you like to know more about vocational-technical school and skilled jobs?

VALUE	FREQ.	PCT.	
1	13	56.5%	Yes, much more
2	8	34.8%	Yes, a little more
3	2	8.7%	No
TOTAL	23		

48. Do you have a technical skill that is used in a vocation, such as typing, auto repair, electronics? You may have learned it on a job, as a hobby, or as part of school.

VALUE	FREQ.	PCT.	
1	2	8.7%	Two or more technical skills and I am good with one of them
2	3	13.0%	Yes, I have a technical skill and I am pretty good at it
4	4	17.4%	Yes, I have a technical skill but I just know the basics
5	14	60.9%	No, I do not have a technical skill
TOTAL	23		

49. What has been your average grade in school this year and last year?

VALUE	FREQ.	PCT.	
1	4	17.4%	A
2	10	43.4%	B
3	8	34.8%	C
	1	4.3%	(Other)
TOTAL	23		

50. Can your parents pay for your education after high school, whether it is college, vocational-technical school, or junior college?

VALUE	FREQ.	PCT.	
1	5	21.7%	Yes
2	3	13.0%	My parents can pay for part of my education
3	2	8.7%	They cannot afford to pay for any education after high school
4	13	56.5%	I ddn't know what my parents can afford
TOTAL	23		

51. What was the highest level of formal education reached by your father?

VALUE	FREQ.	PCT.	
1	7	30.4%	Grammar school
2	10	43.5%	Some high school
3	4	17.4%	High school graduate
5	1	4.3%	Graduated from a four year college
	1	4.3%	(Other)
TOTAL	23		

52. What was the highest level of formal education reached by your mother?

VALUE	FREQ.	PCT.	
1	4	17.4%	Grammar school
2	10	43.5%	Some high school
3	8	34.8%	High school graduate
4	1	4.3%	Some college, junior college, or vocational school
TOTAL	23		

53. In what area is or was your father's occupation?

VALUE	FREQ.	PCT.	
2	2	8.7%	Management (in business or government)
3	11	47.8%	Vocational-technical (welder, electrician, lab technician)
4	1	4.3%	Sales (insurance, in a store, etc.)
5	7	30.4%	Unskilled (janitor, night watchman, etc.)
0	1	4.3%	No response
	1	4.3%	(Other)
TOTAL	23		

54. In what area is or was your mother's occupation?

VALUE	FREQ.	PCT.	
1	2	8.7%	Professional
2	3	13.0%	Management
3	2	8.7%	Vocational-technical
4	1	4.3%	Sales
5	6	26.1%	Unskilled
6	9	39.1%	Housewife
TOTAL	23		

APPENDIX XVI

CAREER FAIR POST-TEST -- SUBURBAN DATA

1. How much have you read or thought about careers?

VALUE	FREQ.	PCT.	
1	9	12.5%	Very much
2	20	27.8%	Much
3	28	38.9%	Some
4	14	19.4%	A little
5	1	1.4%	None
TOTAL	72		

2. How many people (besides your parents) do you know well who are training for a vocational-technical job or have a vocational-technical job?

VALUE	FREQ.	PCT.	
1	23	31.9%	None
2	7	9.7%	One
3	15	20.8%	Two-Three
4	6	8.3%	Four or more
5	21	29.2%	I don't know
TOTAL	72		

3. Which career field have you considered entering most?

VALUE	FREQ.	PCT.	
1	37	51.4%	Professional (doctor, teacher, lawyer, etc.)
2	2	2.8%	Management (in business or government)
3	21	29.2%	Skilled (programmer, welder, stenographer, electrician, etc.)
4	5	6.9%	Sales (insurance, in a store, etc.)
5	1	1.4%	Unskilled (janitor, maid, etc.)
6	6	8.3%	Housewife
TOTAL	72		

4. Which is your second choice for a career field?

VALUE	FREQ.	PCT.	
1	8	11.1%	Professional
2	9	12.5%	Management
3	18	25.0%	Skilled
4	5	6.9%	Sales
6	8	11.1%	Housewife
7	24	33.3%	I have not considered a second choice
TOTAL	72		

5. How definite is your career choice?

VALUE	FREQ.	PCT.	
1	2	2.8%	Final
2	33	45.8%	Fairly certain
3	26	36.1%	Unsure
4	7	9.7%	Only a guess
5	3	4.2%	I have made no choice at all
	1	1.4%	(Other)
TOTAL	72		

6. Do you plan to have more than one major occupation during your working life?

VALUE	FREQ.	PCT.	
1	18	25.0%	Yes
2	41	56.9%	I have not considered this
3	12	16.7%	No
	1	1.4%	(Other)
TOTAL	72		

7. Do you plan to take a vocational-technical course in high school?

VALUE	FREQ.	PCT.	
1	1	1.4%	Definitely
2	9	12.5%	Probably
3	36	50.0%	Unsure
4	25	34.7%	No
	1	1.4%	(Other)
TOTAL	72		

8. What do you plan to do when you leave high school?

VALUE	FREQ.	PCT.	
1	23	31.9%	Go to a 4-year college
2	18	25.0%	Go to a junior college
3	4	5.6%	Go to a vocational-technical school
4	13	18.1%	Get a job
5	5	6.9%	Join the armed forces
6	9	12.5%	I have no plans
TOTAL	72		

Items 9-20 are the names of various jobs. Answer Yes if you think the job is a vocational-technical job. Answer No if you think the job is not vocational-technical.

9. Barber or Beautician

VALUE	FREQ.	PCT.	
1	65	90.3%	Yes
2	7	9.7%	No
TOTAL	72		

10. Mail carrier

VALUE	FREQ.	PCT.	
1	25	34.7%	Yes
2	47	65.3%	No
TOTAL	72		

11. Bank teller

VALUE	FREQ.	PCT.	
1	29	40.3%	Yes
2	43	59.7%	No
TOTAL	72		

12. Bricklayer

VALUE	FREQ.	PCT.	
1	41	56.9%	Yes
2	31	43.1%	No
TOTAL	72		

13. Secretary

VALUE	FREQ.	PCT.	
1	58	80.6%	Yes
2	14	19.4%	No
TOTAL	72		

14. Engineer

VALUE	FREQ.	PCT.	
1	50	69.4%	Yes
2	22	30.6%	No
TOTAL	72		

15. Biologist

VALUE	FREQ.	PCT.	
1	28	38.9%	Yes
2	44	61.1%	No
TOTAL	72		

16. Sheet metal worker

VALUE	FREQ.	PCT.	
1	58	80.6%	Yes
2	14	19.4%	No
TOTAL	72		

17. Key punch operator

VALUE	FREQ.	PCT.	
1	63	87.5%	Yes
2	9	12.5%	No
TOTAL	72		

18. Waiter or Waitress

VALUE	FREQ.	PCT.	
1	22	30.6%	Yes
2	50	69.4%	No
TOTAL	72		

19. Computer Programmer

VALUE	FREQ.	PCT.	
1	59	81.9%	Yes
2	13	18.1%	No
TOTAL	72		

20. Medical or Dental Laboratory Technician

VALUE	FREQ.	PCT.	
1	50	69.4%	Yes
2	22	30.6%	No
TOTAL	72		

21. Can students from your school take courses that teach skills which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

VALUE	FREQ.	PCT.	
1	43	59.7%	Yes
2	21	29.2%	Don't know
3	8	11.1%	No
TOTAL	72		

22. How many of these high school vocational courses can you name?

VALUE	FREQ.	PCT.	
1	27	37.5%	None
2	14	19.4%	One
3	10	13.9%	Two
4	5	6.9%	Three
5	16	22.2%	Four or more
TOTAL	72		

23. Do you know the name and location of the nearest junior college?

VALUE	FREQ.	PCT.	
1	62	86.1%	Yes
2	8	11.1%	I think so
3	2	2.8%	No
TOTAL	72		

24. How many private trade schools do you know of in the St. Louis metropolitan area?

VALUE	FREQ.	PCT.	
1	19	26.4%	None
2	16	22.2%	One
3	26	36.1%	Two
4	7	9.7%	Three
5	4	5.6%	Four or more
TOTAL	72		

25. In the next few years, what percent of new jobs will be vocational-technical jobs (jobs that require at least six months training but no college?)

VALUE	FREQ.	PCT.	
1	4	5.6%	10
2	19	26.4%	30
3	27	37.5%	50
4	13	18.1%	60
5	8	11.1%	80
	1	1.4%	(Other)
TOTAL	72		

26. The pay for a vocational-technical job is:

VALUE	FREQ.	PCT.	
1	2	2.8%	More than enough for me
2	16	22.2%	About what I want
3	47	65.3%	Don't know
4	5	6.9%	Somewhat less than I want
5	2	2.8%	Far too little for me
TOTAL	72		

27. The physical surroundings on a vocational-technical job are:

VALUE	FREQ.	PCT.	
1	3	4.2%	Very pleasant
2	20	27.8%	Probably pleasant enough for me
3	40	55.6%	Don't know
4	7	9.7%	Mildly unpleasant
5	2	2.8%	Too unpleasant for me
TOTAL	72		

28. The people in vocational-technical jobs are:

VALUE	FREQ.	PCT.	
1	2	2.8%	The kind of people I like
2	20	27.8%	As easy to work with as people on any job
3	48	66.7%	Don't know
4	1	1.4%	Not the people I am used to
5	1	1.4%	Definitely make me uncomfortable
TOTAL	72		

29. I think vocational-technical work is:

VALUE	FREQ.	PCT.	
1	11	15.3%	Very important
2	16	22.2%	Important enough for me to do
3	30	41.7%	Don't know
4	14	19.4%	Not as important as some things I might do
5	1	1.4%	Not important
TOTAL	72		

30. The opportunity for advancement in vocational-technical job is:

VALUE	FREQ.	PCT.	
1	7	9.7%	More than enough for me
2	13	18.1%	Enough for me
3	42	58.3%	Don't know
4	10	13.9%	Less than I would like
TOTAL	72		

31. Vocational-technical work would hold my interest:

VALUE	FREQ.	PCT.	
1	2	2.8%	All of the time
2	20	27.8%	Most of the time
3	36	50.0%	Don't know
4	9	12.5%	Some of the time
5	4	5.6%	Only a little or not at all
	1	1.4%	(Other)
TOTAL	72		

32. "Job security" means how safe you are from losing a job. The security of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	5	6.9%	More than enough for me
2	14	19.4%	Enough for me
3	46	63.9%	Don't know
4	6	8.3%	Not as much as I would like
5	1	1.4%	Far too little for me
TOTAL	72		

33. The social status of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	5	6.9%	Very high
2	17	23.6%	High enough for me
3	43	59.7%	Don't know
4	7	9.7%	A little lower than I would like
TOTAL	72		

34. Almost everyone should go to a four-year college after high school if he can afford it.

VALUE	FREQ.	PCT.	
1	7	9.7%	Strongly agree
2	10	13.9%	Agree
3	23	31.9%	Neutral
4	27	37.5%	Disagree
5	5	6.9%	Strongly disagree
TOTAL	72		

35. Vocational and technical education is usually for students who are not smart enough to go to a four year college.

VALUE	FREQ.	PCT.	
1	3	4.2%	Strongly agree
2	6	8.3%	Agree
3	16	22.2%	Neutral
4	28	38.9%	Disagree
5	19	26.4%	Strongly disagree
TOTAL	72		

36. Once you graduate from a vocational training program, it is difficult to change careers.

VALUE	FREQ.	PCT.	
1	6	8.3%	Strongly agree
2	9	12.5%	Agree
3	32	44.4%	Neutral
4	22	30.6%	Disagree
5	3	4.2%	Strongly disagree
TOTAL	72		

37. How willing are businessmen to help you plan your career?

VALUE	FREQ.	PCT.	
1	6	8.3%	Very willing
2	12	16.7%	Ready to help if I ask them
3	43	59.7%	Unsure/Never asked
4	8	11.1%	Businessmen are not very helpful
5	3	4.2%	Businessmen don't care about helping me plan my career
TOTAL	72		

38. How often do you advise your friends to consider vocational-technical education in their future?

VALUE	FREQ.	PCT.	
1	2	2.8%	Very often
2	2	2.8%	Often
3	9	12.5%	Sometimes
4	11	15.3%	Occasionally
5	48	66.7%	Never
TOTAL	72		

We would like to know who you've talked to about careers and what they've said.

39. Teachers

VALUE	FREQ.	PCT.	
1	35	48.6%	Not discussed
2	18	25.0%	Discussed, no comment
3	12	16.7%	Discussed, encouraged Voc-Ed
4	6	8.3%	Discussed, discouraged Voc-Ed or encouraged other
	1	1.4%	(Other)
TOTAL	72		

40. Counselors

VALUE	FREQ.	PCT.	
1	39	54.2%	Not discussed
2	16	22.2%	Discussed, no comment
3	13	18.1%	Discussed, encouraged Voc-Ed
4	4	5.6%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	72		

41. **Family**

VALUE	FREQ.	PCT.	
1	14	19.4%	Not discussed
2	28	38.9%	Discussed, no comment
3	17	23.6%	Discussed, encouraged Voc-Ed
4	13	18.1%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	72		

42. Friends

VALUE	FREQ.	PCT.	
1	26	36.1%	Not discussed
2	32	44.4%	Discussed, no comment
3	8	11.1%	Discussed, encouraged Voc-Ed
4	6	8.3%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	72		

43. Businessmen

VALUE	FREQ.	PCT.	
1	56	77.8%	Not discussed
2	8	11.1%	Discussed, no comment
3	6	8.3%	Discussed, encouraged Voc-Ed
4	2	2.8%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	72		

44. Have you heard of the Career Fair at Kiel Auditorium on April 25, 26, and 27?

VALUE	FREQ.	PCT.	
1	69	95.8%	Yes
2	2	2.8%	No
	1	1.4%	(Other)
TOTAL	72		

45. If the Career Fair has not yet occurred, will you attend the Career Fair?

VALUE	FREQ.	PCT.	
1	9	12.5%	Yes
2	1	1.4%	Probably
3	1	1.4%	Unsure
4	1	1.4%	No
	60	83.3%	(Other)
TOTAL	72		

46. If the Career Fair has already occurred, did you attend?

VALUE	FREQ.	PCT.	
1	72	100.0%	Yes
TOTAL	72		

47. Would you like to know more about vocational-technical school and skilled jobs?

VALUE	FREQ.	PCT.	
1	20	27.8%	Yes, much more
2	37	51.4%	Yes, a little more
3	15	20.8%	No
TOTAL	72		

48. Do you have a technical skill that is used in a vocation, such as typing, auto repair, electronics? You may have learned it on a job, as a hobby, or as part of school.

VALUE	FREQ.	PCT.	
1	7	9.7%	Two or more technical skills and I am good with one of them
2	16	22.2%	Yes, I have a technical skill and I am pretty good at it
3	7	9.7%	Yes, two or more technical skills but I know only the basics
4	19	26.4%	Yes, I have a technical skill but I just know the basics
5	22	30.6%	No, I do not have a technical skill
	1	1.4%	(Other)
TOTAL	72		

49. What has been your average grade in school this year and last year?

VALUE	FREQ.	PCT.	
1	20	27.8%	A
2	35	48.6%	B
3	17	23.6%	C
TOTAL	72		

50. Can your parents pay for your education after high school, whether it is college, vocation-technical school, or junior college?

VALUE	FREQ.	PCT.	
1	25	34.7%	Yes
2	31	43.1%	My parents can pay for part of my education
3	3	4.2%	They cannot afford to pay for any education after high school
4	9	12.5%	I don't know what my parents can afford
	4	5.6%	(Other)
TOTAL	72		

51. What was the highest level of formal education reached by your father?

VALUE	FREQ.	PCT.	
1	4	5.6%	Grammar school
2	15	20.8%	Some high school
3	24	33.3%	High school graduate
4	12	16.7	Some college, junior college, or vocational school
5	15	20.8%	Graduated from a four year college
	2	2.8%	(Other)
TOTAL	72		

52. What was the highest level of formal education reached by your mother?

VALUE	FREQ.	PCT.	
1	4	5.6%	Grammar school
2	11	15.3%	Some high school
3	31	43.1%	High school graduate
4	9	12.5%	Some college, junior college, or vocational school
5	13	18.1%	Graduated from a four year college
	4	5.6%	(Other)
TOTAL	72		

53. In what area is or was your father's occupation?

VALUE	FREQ.	PCT.	
1	11	15.3%	Professional (doctor, teacher, lawyer, etc.)
2	18	25.0%	Management (in business or government)
3	18	25.0%	Vocational-technical (welder, stenographer, electrician, lab technician)
4	9	12.5%	Sales (insurance, in a store, etc.)
5	4	5.6%	Unskilled (janitor, night watchman, etc.)
	12	16.7%	(Other)
TOTAL	72		

54. In what area is or was your mother's occupation?

VALUE	FREQ.	PCT.	
1	7	9.7%	Professional
2	3	4.2%	Management
3	6	8.3%	Vocational-technical
4	8	11.1%	Sales
5	3	4.2%	Unskilled
6	29	40.3%	Housewife
	16	22.2%	(Other)
TOTAL	72		

APPENDIX XVII

CAREER FAIR POST-TEST CONTROL GROUP -- SUBURBAN DATA

1. How much have you read or thought about careers?

VALUE	FREQ.	PCT.	
1	17	8.5%	Very much
2	40	20.0%	Much
3	84	42.0%	Some
4	45	22.5%	A little
5	13	6.5%	None
	1	.5%	(Other)
TOTAL	200		

2. How many people (besides your parents) do you know well who are training for a vocational-technical job or have a vocational-technical job?

VALUE	FREQ.	PCT.	
1	39	19.5%	None
2	19	9.5%	One
3	40	20.0%	Two-Three
4	37	18.5%	Four or more
5	63	31.5%	I don't know
	2	1.0%	(Other)
TOTAL	200		

3. Which career field have you considered entering most?

VALUE	FREQ.	PCT.	
1	71	35.5%	Professional (doctor, teacher, lawyer, etc.)
2	18	9.0%	Management (in business or government)
3	70	35.0%	Skilled (programmer, welder, stenographer, electrician, etc.)
4	13	6.5%	Sales (insurance, in a store, etc.)
5	8	4.0%	Unskilled (janitor, maid, etc.)
6	19	9.5%	Housewife
	1	.5%	(Other)
TOTAL	200		

4. Which is your second choice for a career field?

VALUE	FREQ.	PCT.	
1	21	10.5%	Professional
2	16	8.0%	Management
3	54	27.0%	Skilled
4	19	9.5%	Sales
5	4	2.0%	Unskilled
6	29	14.5%	Housewife
7	56	28.0%	I have not considered a second choice
	1	.5%	(Other)
TOTAL	200		

5. How definite is your career choice?

VALUE	FREQ.	PCT.	
1	16	8.0%	Final
2	79	39.5%	Fairly certain
3	66	33.0%	Unsure
4	22	11.0%	Only a guess
5	17	8.5%	I have made no choice at all
TOTAL	200		

6. Do you plan to have more than one major occupation during your working life?

VALUE	FREQ.	PCT.	
1	52	26.0%	Yes
2	105	52.5%	I have not considered this
3	42	21.0%	No
	1	.5%	(Other)
TOTAL	200		

7. Do you plan to take a vocational-technical course in high school?

VALUE	FREQ.	PCT.	
1	32	16.0%	Definitely
2	39	19.5%	Probably
3	62	31.0%	Unsure
4	63	31.5%	No
5	2	1.0%	I am a senior
	2	1.0%	(Other)
TOTAL	200		

8. What do you plan to do when you leave high school?

VALUE	FREQ.	PCT.	
1	62	31.0%	Go to a 4-year college
2	28	14.0%	Go to a junior college
3	21	10.5%	Go to a vocational-technical school
4	48	24.0%	Get a job
5	13	6.5%	Join the armed forces
6	28	14.0%	I have no plans
TOTAL	200		

Items 9-20 are the names of various jobs. Answer Yes if you think the job is a vocational-technical job, and answer No if you think the job is not vocational-technical.

9. Barber or Beautician

VALUE	FREQ.	PCT.	
1	121	60.5%	Yes
2	77	38.5%	No
	2	1.0%	(Other)
TOTAL	200		

10. Mail carrier

VALUE	FREQ.	PCT.	
1	66	33.0%	Yes
2	132	66.0%	No
	2	1.0%	(Other)
TOTAL	200		

11. Bank teller

VALUE	FREQ.	PCT.	
1	84	42.0%	Yes
2	114	57.0%	No
	2	1.0%	(Other)
TOTAL	200		

12. Bricklayer

VALUE	FREQ.	PCT.	
1	104	52.0%	Yes
2	95	47.5%	No
	1	.5%	(Other)
TOTAL	200		

13. Secretary

VALUE	FREQ.	PCT.	
1	130	65.0%	Yes
2	69	34.5%	No
	1	.5%	(Other)
TOTAL	200		

14. Engineer

VALUE	FREQ.	PCT.	
1	115	57.5%	Yes
2	83	41.5%	No
	2	1.0%	(Other)
TOTAL	200		

15. Biologist

VALUE	FREQ.	PCT.	
1	83	41.5%	Yes
2	114	57.0%	No
	3	1.5%	(Other)
TOTAL	200		

16. Sheet metal worker

VALUE	FREQ.	PCT.	
1	139	69.5%	Yes
2	59	29.5%	No
	2	1.0%	(Other)
TOTAL	200		

17. Key punch operator

VALUE	FREQ.	PCT.	
1	113	56.5%	Yes
2	84	42.0%	No
	3	1.5%	(Other)
TOTAL	200		

18. Waiter or Waitress

VALUE	FREQ.	PCT.	
1	62	31.0%	Yes
2	136	68.0%	No
	2	1.0%	(Other)
TOTAL	200		

19. Computer Programmer

VALUE	FREQ.	PCT.	
1	138	69.0%	Yes
2	60	30.0%	No
	2	1.0%	(Other)
TOTAL	200		

20. Medical or Dental Laboratory Technician

VALUE	FREQ.	PCT.	
1	101	50.5%	Yes
2	98	49.0%	No
	1	.5%	(Other)
TOTAL	200		

21. Can students from your school take courses that teach skills which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

VALUE	FREQ.	PCT.	
1	139	69.5%	Yes
2	49	24.5%	Don't know
3	12	6.0%	No
TOTAL	200		

22. How many of these high school vocational courses can you name?

VALUE	FREQ.	PCT.	
1	58	29.0%	None
2	22	11.0%	One
3	26	13.0%	Two
4	38	19.0%	Three
5	56	28.0%	Four or more
TOTAL	200		

23. Do you know the name and location of the nearest junior college?

VALUE	FREQ.	PCT.	
1	102	51.0%	Yes
2	46	23.0%	I think so
3	48	24.0%	No
	4	2.0%	(Other)
TOTAL	200		

24. How many private trade schools do you know of in the St. Louis metropolitan area?

VALUE	FREQ.	PCT.	
1	71	35.5%	None
2	68	34.0%	One
3	31	15.5%	Two
4	20	10.0%	Three
5	6	3.0%	Four or more
	2	1.0%	No response
	2	1.0%	(Other)
TOTAL	200		

25. In the next few years, what percent of new jobs will be vocational-technical jobs (jobs that require at least six months training but no college?)

VALUE	FREQ.	PCT.	
1	29	14.5%	10
2	47	23.5%	30
3	53	26.5%	50
4	46	23.0%	60
5	24	12.0%	80
	1	.5%	(Other)
TOTAL	200		

26. The pay for a vocational-technical job is:

VALUE	FREQ.	PCT.	
1	9	4.5%	More than enough for me
2	47	23.5%	About what I want
3	120	60.0%	Don't know
4	16	8.0%	Somewhat less than I want
5	8	4.0%	Far too little for me
TOTAL	200		

27. The physical surroundings on a vocational-technical job are:

VALUE	FREQ.	PCT.	
1	15	7.5%	Very pleasant
2	56	28.0%	Probably pleasant enough for me
3	109	54.5%	Don't know
4	10	5.0%	Mildly unpleasant
5	10	5.0%	Too unpleasant for me
TOTAL	200		

28. The people in vocational-technical jobs are:

VALUE	FREQ.	PCT.	
1	10	5.0%	The kind of people I like
2	41	20.5%	As easy to work with as people on any job
3	133	66.5%	Don't know
4	10	5.0%	Not the people I am used to
5	6	3.0%	Definitely make me uncomfortable
TOTAL	200		

29. I think vocational-technical work is:

VALUE	FREQ.	PCT.	
1	41	20.5%	Very important
2	40	20.0%	Important enough for me to do
3	80	40.0%	Don't know
4	35	17.5%	Not as important as some things I might do
5	4	2.0%	Not important
TOTAL	200		

30. The opportunity for advancement in vocational-technical job is:

VALUE	FREQ.	PCT.	
1	11	5.5%	More than enough for me
2	60	30.0%	Enough for me
3	105	52.5%	Don't know
4	18	9.0%	Less than I would like
5	5	2.5%	Much too little for me
	1	.5%	(Other)
TOTAL	200		

31. Vocational-technical work would hold my interest:

VALUE	FREQ.	PCT.	
1	18	9.0%	All of the time
2	52	26.0%	Most of the time
3	78	39.0%	Don't know
4	35	17.5%	Some of the time
5	17	8.5%	Only a little or not at all
TOTAL	200		

32. "Job security" means how safe you are from losing a job. The security of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	8	4.0%	More than enough for me
2	39	19.5%	Enough for me
3	118	59.0%	Don't know
4	28	14.0%	Not as much as I would like
5	7	3.5%	Far too little for me
TOTAL	200		

33. The social status of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	14	7.0%	Very high
2	38	19.0%	High enough for me
3	124	62.0%	Don't know
4	19	9.5%	A little lower than I would like
5	5	2.5%	Far too low for me
TOTAL	200		

34. Almost everyone should go to a four-year college after high school if he can afford it.

VALUE	FREQ.	PCT.	
1	18	9.0%	Strongly agree
2	32	16.0%	Agree
3	76	38.0%	Neutral
4	59	29.5%	Disagree
5	15	7.5%	Strongly disagree
TOTAL	200		

35. Vocational and technical education is usually for students who are not smart enough to go to a four year college.

VALUE	FREQ.	PCT.	
1	14	7.0%	Strongly agree
2	22	11.0%	Agree
3	55	27.5%	Neutral
4	68	34.0%	Disagree
5	40	20.0%	Strongly disagree
	1	.5%	(Other)
TOTAL	200		

36. Once you graduate from a vocational training program, it is difficult to change careers.

VALUE	FREQ.	PCT.	
1	13	6.5%	Strongly agree
2	34	17.0%	Agree
3	95	47.5%	Neutral
4	46	23.0%	Disagree
5	12	6.0%	Strongly disagree
TOTAL	200		

37. How willing are businessmen to help you plan your career?

VALUE	FREQ.	PCT.	
1	18	9.0%	Very willing
2	28	14.0%	Ready to help if I ask them
3	136	68.0%	Unsure/Never asked
4	12	6.0%	Businessmen are not very helpful
5	6	3.0%	Businessmen don't care about helping me plan my career
TOTAL	200		

38. How often do you advise your friends to consider vocational-technical education in their future?

VALUE	FREQ.	PCT.	
1	8	4.0%	Very often
2	16	8.0%	Often
3	29	14.5%	Sometimes
4	23	11.5%	Occasionally
5	123	61.5%	Never
	1	.5%	(Other)
TOTAL	200		

We would like to know who you've talked to about careers and what they've said.

39. Teachers

VALUE	FREQ.	PCT.	
1	109	54.5%	Not discussed
2	38	19.0%	Discussed, no comment
3	38	19.0%	Discussed, encouraged Voc-Ed
4	15	7.5%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	200		

40. Counselors

VALUE	FREQ.	PCT.	
1	55	27.5%	Not discussed
2	64	32.0%	Discussed, no comment
3	57	28.5%	Discussed, encouraged Voc-Ed
4	20	10.0%	Discussed, discouraged Voc-Ed or encouraged other
	4	2.0%	(Other)
TOTAL	200		

41. Family

VALUE	FREQ.	PCT.	
1	43	21.5%	Not discussed
2	67	33.5%	Discussed, no comment
3	56	28.0%	Discussed, encouraged Voc-Ed
4	32	16.0%	Discussed, discouraged Voc-Ed or encouraged other
	2	1.0%	(Other)
TOTAL	200		

42. Friends

VALUE	FREQ.	PCT.	
1	94	47.0%	Not discussed
2	60	30.0%	Discussed, no comment
3	26	13.0%	Discussed, encouraged Voc-Ed
4	20	10.0%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	200		

43. Businessmen

VALUE	FREQ.	PCT.	
1	149	74.5%	Not discussed
2	26	13.0%	Discussed, no comment
3	15	7.5%	Discussed, encouraged Voc-Ed
4	10	5.0%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	200		

44. Have you heard of the Career Fair at Kiel Auditorium on April 25, 26, and 27?

VALUE	FREQ.	PCT.	
1	120	60.0%	Yes
2	73	36.5%	No
	7	3.5%	(Other)
TOTAL	200		

45. If the Career Fair has not yet occurred, will you attend the Career Fair?

VALUE	FREQ.	PCT.	
1	9	4.5%	Yes
2	14	7.0%	Probably
3	19	9.5%	Unsure
4	48	24.0%	No
0	1	.5%	No response
	109	54.5%	(Other)
TOTAL	200		

46. If the Career Fair has already occurred, did you attend?

VALUE	FREQ.	PCT.	
1	19	9.5%	Yes
2	148	74.0%	No
0	20	10.0%	No response
	13	6.5%	(Other)
TOTAL	200		

47. Would you like to know more about vocational-technical school and skilled jobs?

VALUE	FREQ.	PCT.	
1	61	30.5%	Yes, much more
2	75	37.5%	Yes, a little more
3	56	28.0%	No
	8	4.0%	(Other)
TOTAL	200		

48. Do you have a technical skill that is used in a vocation, such as typing, auto repair, electronics? You may have learned it on a job, as a hobby, or as part of school.

VALUE	FREQ.	PCT.	
1	16	8.0%	Two or more technical skills and I am good with one of them
2	[illegible]7	13.5%	Yes, I have a technical skill and I am pretty good at it
3	26	13.0%	Yes, two or more technical skills but I know only the basics
4	40	20.0%	Yes, I have a technical skill but I just know the basics
5	89	44.5%	No, I do not have a technical skill
	2	1.0%	(Other)
TOTAL	200		

49. What has been your average grade in school this year and last year?

VALUE	FREQ.	PCT.	
1	13	6.5%	A
2	76	38.0%	B
3	98	49.0%	C
4	6	3.0%	D
	7	3.5%	(Other)
TOTAL	200		

50. Can your parents pay for your education after high school, whether it is college, vocational-technical school, or junior college?

VALUE	FREQ.	PCT.	
1	85	42.5%	Yes
2	48	24.0%	My parents can pay for part of my education
3	18	9.0%	They cannot afford to pay for any education after high school
4	44	22.0%	I don't know what my parents can afford
	5	2.5%	(Other)
TOTAL	200		

51. What was the highest level of formal education reached by your father?

VALUE	FREQ.	PCT.	
1	23	11.5%	Grammar school
2	46	23.0%	Some high school
3	66	33.0%	High school graduate
4	34	17.0%	Some college, junior college, or vocational school
5	25	12.5%	Graduated from a four year college
0	1	.5%	No response
	5	2.5%	(Other)
TOTAL	200		

52. What was the highest level of formal education reached by your mother?

VALUE	FREQ.	PCT.	
1	19	9.5%	Grammar school
2	37	18.5%	Some high school
3	94	47.0%	High school graduate
4	35	17.5%	Some college, junior college, or vocational school
5	13	6.5%	Graduated from a four year college
	2	1.0%	(Other)
TOTAL	200		

53. In what area is or was your father's occupation?

VALUE	FREQ.	PCT.	
1	19	9.5%	Professional (doctor, teacher, lawyer, etc.)
2	60	30.0%	Management (in business or government)
3	78	39.0%	Vocational-technical (welder, stenographer, electrician, lab technician)
4	24	12.0%	Sales (insurance, in a store, etc.)
5	12	6.0%	Unskilled (janitor, night watchman, etc.)
	7	3.5%	(Other
TOTAL	200		

54. In what area is or was your mother's occupation?

VALUE	FREQ.	PCT.	
1	23	11.5%	Professional
2	19	9.5%	Management
3	38	19.0%	Vocational-technical
4	22	11.0%	Sales
5	15	7.5%	Unskilled
6	76	38.0%	Housewife
	7	3.5%	(Other)
TOTAL	200		

APPENDIX XVIIIa

CAREER FAIR WITHIN GROUP PRE-TEST-- RURAL DATA

1. How much have you read or thought about careers?

VALUE	FREQ.	PCT.	
1	5	13.2%	Very much
2	13	34.2%	Much
3	17	44.7%	Some
4	3	7.9%	A little
TOTAL	38		

2. How many people (besides your parents) do you know well who are training for a vocational-technical job or have a vocational-technical job?

VALUE	FREQ.	PCT.	
1	10	26.3%	None
2	1	2.6%	One
3	10	26.3%	Two-Three
4	6	15.8%	Four or more
5	11	28.9%	I don't know
TOTAL	38		

3. Which career field have you considered entering most?

VALUE	FREQ.	PCT.	
1	16	42.1%	Professional (doctor, teacher, lawyer, etc.)
3	22	57.9%	Skilled (programmer, welder, stenographer, electrician, etc.)
TOTAL	38		

4. Which is your second choice for a career field?

VALUE	FREQ.	PCT.	
1	7	18.4%	Professional
2	6	15.8%	Management
3	11	28.9%	Skilled
4	3	7.9%	Sales
6	4	10.5%	Housewife
7	7	18.4%	I have not considered a second choice
TOTAL	38		

5. How definite is your career choice?

VALUE	FREQ.	PCT.	
1	3	7.9%	Final
2	20	52.6%	Fairly certain
3	9	23.7%	Unsure
4	4	10.5%	Only a guess
5	2	5.3%	I have made no choice at all
TOTAL	38		

6. Do you plan to have more than one major occupation during your working life?

VALUE	FREQ.	PCT.	
1	6	15.8%	Yes
2	26	68.4%	I have not considered this
3	6	15.8%	No
TOTAL	38		

7. Do you plan to take a vocational-technical course in high school?

VALUE	FREQ.	PCT.	
1	17	44.7%	Definitely
2	10	26.3%	Probably
3	7	18.4%	Unsure
4	4	10.5%	No
TOTAL	38		

8. What do you plan to do when you leave high school?

VALUE	FREQ.	PCT.	
1	13	34.2%	Go to a 4-year college
2	12	31.6%	Go to a junior college
3	6	15.8%	Go to a vocational-technical school
4	2	5.3%	Get a job
5	1	2.6%	Join the armed forces
6	4	10.5%	I have no plans
TOTAL	38		

Items 9-20 are the names of various jobs. Answer Yes if you think the job is a vocational-technical job, answer No if you think the job is not vocational-technical.

9. Barber or Beautician

VALUE	FREQ.	PCT.	
1	35	92.1%	Yes
2	3	7.9%	No
TOTAL	38		

10. Mail carrier

VALUE	FREQ.	PCT.	
1	17	44.7%	Yes
2	21	55.3%	No
TOTAL	38		

11. Bank teller

VALUE	FREQ.	PCT.	
1	23	60.5%	Yes
2	15	39.5%	No
TOTAL	38		

12. Bricklayer

VALUE	FREQ.	PCT.	
1	25	65.8%	Yes
2	13	34.2%	No
TOTAL	38		

13. Secretary

VALUE	FREQ.	PCT.	
1	31	81.6%	Yes
2	7	18.4%	No
TOTAL	38		

14. Engineer

VALUE	FREQ.	PCT.	
1	15	39.5%	Yes
2	23	60.5%	No
TOTAL	38		

15. Biologist

VALUE	FREQ.	PCT.	
1	9	23.7%	Yes
2	29	76.3%	No
TOTAL	38		

16. Sheet metal worker

VALUE	FREQ.	PCT.	
1	28	73.7%	Yes
2	10	26.3%	No
TOTAL	38		

17. Key punch operator

VALUE	FREQ.	PCT.	
1	34	89.5%	Yes
2	4	10.5%	No
TOTAL	38		

18. Waiter or Waitress

VALUE	FREQ.	PCT.	
1	18	47.4%	Yes
2	20	52.6%	No
TOTAL	38		

19. Computer Programmer

VALUE	FREQ.	PCT.	
1	32	84.2%	Yes
2	6	15.8%	No
TOTAL	38		

20. Medical or Dental Laboratory Technician

VALUE	FREQ.	PCT.	
1	21	55.3%	Yes
2	17	44.7%	No
TOTAL	38		

21. Can students from your school take courses that teach skills which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

VALUE	FREQ.	PCT.	
1	36	94.7%	Yes
2	2	5.3%	Don't know
TOTAL	38		

22. How many of these high school vocational courses can you name?

VALUE	FREQ.	PCT.	
2	1	2.6%	One
3	5	13.2%	Two
4	13	34.2%	Three
5	19	50.0%	Four or more
TOTAL	38		

23. Do you know the name and location of the nearest junior college?

VALUE	FREQ.	PCT.	
1	38	100.0%	Yes
TOTAL	38		

24. How many private trade schools do you know of in the St. Louis metropolitan area?

VALUE	FREQ.	PCT.	
1	21	55.3%	None
2	3	7.9%	One
3	8	21.1%	Two
4	1	2.6%	Three
5	5	13.2%	Four or more
TOTAL	38		

25. In the next few years, what percent of new jobs will be vocational-technical jobs (jobs that require at least six months training but no college?)

VALUE	FREQ.	PCT.	
1	1	2.6%	10
2	11	28.9%	30
3	11	28.9%	50
4	12	31.6%	60
5	3	7.9%	80
TOTAL	38		

26. The pay for a vocational-technical job is:

VALUE	FREQ.	PCT.	
2	13	34.2%	About what I want
3	20	52.6%	Don't know
4	4	10.5%	Somewhat less than I want
5	1	2.6%	Far too little for me
TOTAL	38		

27. The physical surroundings on a vocational-technical job are:

VALUE	FREQ.	PCT.	
1	5	13.2%	Very pleasant
2	22	57.9%	Probably pleasant enough for me
3	11	28.9%	Don't know
TOTAL	38		

28. The people in vocational-technical jobs are:

VALUE	FREQ.	PCT.	
1	6	15.8%	The kind of people I like
2	15	39.5%	As easy to work with as people on any job
3	17	44.7%	Don't know
TOTAL	38		

29. I think vocational-technical work is:

VALUE	FREQ.	PCT.	
1	14	36.8%	Very important
2	12	31.6%	Important enough for me to do
3	6	15.8%	Don't know
4	6	15.8%	Not as important as some things I might do
TOTAL	38		

30. The opportunity for advancement in vocational-technical job is:

VALUE	FREQ.	PCT.	
1	2	5.3%	More than enough for me
2	19	50.0%	Enough for me
3	15	39.5%	Don't know
4	2	5.3%	Less than I would like
TOTAL	38		

31. Vocational-technical work would hold my interest:

VALUE	FREQ.	PCT.	
1	5	13.2%	All of the time
2	17	44.7%	Most of the time
3	13	34.2%	Don't know
4	2	5.3%	Some of the time
5	1	2.6%	Only a little or not at all
TOTAL	38		

32. "Job security" means how safe you are from losing a job. The security of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	5	13.2%	More than enough for me
2	13	34.2%	Enough for me
3	18	47.4%	Don't know
4	2	5.3%	Not as much as I would like
TOTAL	38		

33. The social status of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	2	5.3%	Very high
2	21	55.3%	High enough for me
3	14	36.8%	Don't know
4	1	2.6%	A little lower than I would like
TOTAL	38		

34. Almost everyone should go to a four-year college after high school if he can afford it.

VALUE	FREQ.	PCT.	
1	2	5.3%	Strongly agree
2	3	7.9%	Agree
3	8	21.1%	Neutral
4	15	39.5%	Disagree
5	10	26.3%	Strongly disagree
TOTAL	38		

35. Vocational and technical education is usually for students who are not smart enough to go to a four year college.

VALUE	FREQ.	PCT.	
1	2	5.3%	Strongly agree
3	1	2.6%	Neutral
4	20	52.6%	Disagree
5	15	39.5%	Strongly disagree
TOTAL	38		

36. Once you graduate from a vocational training program, it is difficult to change careers.

VALUE	FREQ.	PCT.	
1	1	2.6%	Strongly agree
2	1	2.6%	Agree
3	16	42.1%	Neutral
4	19	50.0%	Disagree
5	1	2.6%	Strongly disagree
TOTAL	38		

37. How willing are businessmen to help you plan your career?

VALUE	FREQ.	PCT.	
1	2	5.3%	Very willing
2	9	23.7%	Ready to help if I ask them
3	26	68.4%	Unsure/Never asked
5	1	2.6%	Businessmen don't care about helping me plan my career
TOTAL	38		

38. How often do you advise your friends to consider vocational-technical education in their future?

VALUE	FREQ.	PCT.	
2	2	5.3%	Often
3	5	13.2%	Sometimes
4	6	15.8%	Occasionally
5	25	65.8%	Never
TOTAL	38		

We would like to know who you've talked to about careers and what they've said.

39. Teachers

VALUE	FREQ.	PCT.	
1	14	36.8%	Not discussed
2	11	28.9%	Discussed, no comment
3	10	26.3%	Discussed, encouraged Voc-Ed
4	3	7.9%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	38		

40. Counselors

VALUE	FREQ.	PCT.	
1	10	26.3%	Not discussed
2	12	31.6%	Discussed, no comment
3	11	28.9%	Discussed, encouraged Voc-Ed
4	5	13.2%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	38		

41. Family

VALUE	FREQ.	PCT.	
1	4	10.5%	Not discussed
2	16	42.1%	Discussed, no comment
3	13	34.2%	Discussed, encouraged Voc-Ed
4	5	13.2%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	38		

42. Friends

VALUE	FREQ.	PCT.	
1	9	23.7%	Not discussed
2	20	52.6%	Discussed, no comment
3	6	15.8%	Discussed, encouraged Voc-Ed
4	3	7.9%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	38		

43. Businessmen

VALUE	FREQ.	PCT.	
1	31	81.6%	Not discussed
2	3	7.9%	Discussed, no comment
3	4	10.5%	Discussed, encouraged Voc-Ed
TOTAL	38		

44. Have you heard of the Career Fair at Kiel Auditorium on April 25, 26, and 27?

VALUE	FREQ.	PCT.	
1	37	97.4%	Yes
2	1	2.6%	No
TOTAL	38		

45. If the Career Fair has not yet occurred, will you attend the Career Fair?

VALUE	FREQ.	PCT.	
1	21	55.3%	Yes
2	5	13.2%	Probably
3	5	13.2%	Unsure
4	6	15.8%	No
	1	2.6%	(Other)
TOTAL	38		

46. If the Career Fair has already occurred, did you attend?

VALUE	FREQ.	PCT.	
1	1	2.6%	Yes
0	37	97.4%	No response
TOTAL	38		

47. Would you like to know more about vocational-technical school and skilled jobs?

VALUE	FREQ.	PCT.	
1	29	76.3%	Yes, much more
2	7	18.4%	Yes, a little more
3	2	5.3%	No
TOTAL	38		

48. Do you have a technical skill that is used in a vocation, such as typing, auto repair, electronics? You may have learned it on a job, as a hobby, or as part of school.

VALUE	FREQ.	PCT.	
1	5	13.2%	Two or more technical skills and I am good with one of them
2	6	15.8%	Yes, I have a technical skill and I am pretty good at it
3	8	21.1%	Yes, two or more technical skills but I know only the basics
4	6	15.8%	Yes, I have a technical skill but I just know the basics
5	13	34.2%	No, I do not have a technical skill
TOTAL	38		

49. What has been your average grade in school this year and last year?

VALUE	FREQ.	PCT.	
1	10	26.3%	A
2	23	60.5%	B
3	5	13.2%	C
TOTAL	38		

50. Can your parents pay for your education after high school, whether it is college, vocational-technical school, or junior college?

VALUE	FREQ.	PCT.	
1	15	39.5%	Yes
2	17	44.7%	My parents can pay for part of my education
3	1	2.6%	They cannot afford to pay for any education after high school
4	4	10.5%	I don't know what my parents can afford
	1	2.6%	(Other)
TOTAL	38		

51. What was the highest level of formal education reached by your father?

VALUE	FREQ.	PCT.	
1	10	26.3%	Grammar school
2	5	13.2%	Some high school
3	11	28.9%	High school graduate
4	10	26.3%	Some college, junior college, or vocational school
5	1	2.6%	Graduated from a four year college
	1	2.6%	(Other)
TOTAL	38		

52. What was the highest level of formal education reached by your mother?

VALUE	FREQ.	PCT.	
1	7	18.4%	Grammar school
2	9	23.7%	Some high school
3	12	31.6%	High school graduate
4	7	18.4%	Some college, junior college, or vocational school
5	2	5.3%	Graduated from a four year college
	1	2.6%	(Other)
TOTAL	38		

53. In what area is or was your father's occupation?

VALUE	FREQ.	PCT.	
1	1	2.6%	Professional (doctor, teacher, lawyer, etc.)
2	11	28.9%	Management (in business or government
3	18	47.4%	Vocational-technical (welder, stenographer, electrician, lab technician)
4	4	10.5%	Sales (insurance, in a store, etc.)
5	4	10.5%	Unskilled (janitor, night watchman, etc.)
TOTAL	38		

54. In what area is or was your mother's occupation?

VALUE	FREQ.	PCT.	
1	2	5.3%	Professional
2	3	7.9%	Management
3	8	21.1%	Vocational-Technical
4	4	10.5%	Sales
5	1	2.6%	Unskilled
6	20	52.6%	Housewife
TOTAL	38		

APPENDIX XVIIIb

CAREER FAIR WITHIN GROUP POST-TEST - RURAL DATA

1. How much have you read or thought about careers?

VALUE	FREQ.	PCT.	
1	4	28.6%	Very much
2	2	14.3%	Much
3	8	57.1%	Some
TOTAL	14		

2. How many people (besides your parents) do you know well who are training for a vocational-technical job or have a vocational-technical job?

VALUE	FREQ.	PCT.	
1	2	14.3%	None
3	4	28.6%	Two-Three
4	5	35.7%	Four or more
5	3	21.4%	I don't know
TOTAL	14		

3. Which career field have you considered entering most?

VALUE	FREQ.	PCT.	
1	6	42.9%	Professional (doctor, teacher, lawyer, etc.)
2	1	7.1%	Management (in business or government)
3	7	50.0%	Skilled (programmer, welder, stenographer, electrician, etc.)
TOTAL	14		

4. Which is your second choice for a career field?

VALUE	FREQ.	PCT.	
1	3	21.4%	Professional
2	2	14.3%	Management
3	5	35.7%	Skilled
6	1	7.1%	Housewife
7	3	21.4%	I have not considered a second choice
TOTAL	14		

5. How definite is your career choice?

VALUE	FREQ.	PCT.	
1	1	7.1%	Final
2	3	21.4%	Fairly certain
3	8	57.1%	Unsure
4	1	7.1%	Only a guess
5	1	7.1%	I have made no choice at all
TOTAL	14		

6. Do you plan to have more than one major occupation during your working life?

VALUE	FREQ.	PCT.	
1	3	21.4%	Yes
2	7	50.0%	I have not considered this
3	4	28.6%	No
TOTAL	14		

7. Do you plan to take a vocational-technical course in high school?

VALUE	FREQ.	PCT.	
1	1	7.1%	Definitely
2	6	42.9%	Probably
3	5	35.7%	Unsure
4	2	14.3%	No
TOTAL	14		

8. What do you plan to do when you leave high school?

VALUE	FREQ.	PCT.	
1	6	42.9%	Go to a 4-year college
2	4	28.6%	Go to a junior college
3	1	7.1%	Go to a vocational-technical school
4	1	7.1%	Get a job
6	2	14.3%	I have no plans
TOTAL	14		

Items 9-20 are the names of various jobs. Answer Yes if you think the job is a vocational-technical job. Answer No if you think the job is not vocational-technical.

9. Barber or Beautician

VALUE	FREQ.	PCT.	
1	11	78.6%	Yes
2	3	21.4%	No
TOTAL	14		

10. Mail carrier

VALUE	FREQ.	PCT.	
1	8	57.1%	Yes
2	6	42.9%	No
TOTAL	14		

11. Bank teller

VALUE	FREQ.	PCT.	
1	9	64.3%	Yes
2	5	35.7%	No
TOTAL	14		

12. Bricklayer

VALUE	FREQ.	PCT.	
1	9	64.3%	Yes
2	5	35.7%	No
TOTAL	14		

13. Secretary

VALUE	FREQ.	PCT.	
1	14	100.0%	Yes
TOTAL	14		

14. Engineer

VALUE	FREQ.	PCT.	
1	5	35.7%	Yes
2	9	64.3%	No
TOTAL	14		

15. Biologist

VALUE	FREQ.	PCT.	
2	14	100.0%	No
TOTAL	14		

16. Sheet metal worker

VALUE	FREQ.	PCT.	
1	12	85.7%	Yes
2	2	14.3%	No
TOTAL	14		

17. Key punch operator

VALUE	FREQ.	PCT.	
1	14	100.0%	Yes
TOTAL	14		

18. Waiter or Waitress

VALUE	FREQ.	PCT.	
1	8	57.1%	Yes
2	6	42.9%	No
TOTAL	14		

19. Computer Programmer

VALUE	FREQ.	PCT.	
1	13	92.9%	Yes
2	1	7.1%	No
TOTAL	14		

20. Medical or Dental Laboratory Technician

VALUE	FREQ.	PCT.	
1	8	57.1%	Yes
2	6	42.9%	No
TOTAL	14		

21. Can students from your school take courses that teach skills which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

VALUE	FREQ.	PCT.	
1	14	100.0%	Yes
TOTAL	14		

22. How many of these high school vocational courses can you name?

VALUE	FREQ.	PCT.	
2	2	14.3%	One
3	5	35.7%	Two
4	1	7.1%	Three
5	6	42.9%	Four or more
TOTAL	14		

23. Do you know the name and location of the nearest junior college?

VALUE	FREQ.	PCT.	
1	14	100.0%	Yes
TOTAL	14		

24. How many private trade schools do you know of in the St. Louis metropolitan area?

VALUE	FREQ.	PCT.	
1	3	21.4%	None
2	2	14.3%	One
3	2	14.3%	Two
4	1	7.1%	Three
5	6	42.9%	Four or more
TOTAL	14		

25. In the next few years, what percent of new jobs will be vocational-technical jobs (jobs that require at least six months training but no college?)

VALUE	FREQ.	PCT.	
2	3	21.4%	30
3	6	42.9%	50
4	5	35.7%	60
TOTAL	14		

26. The pay for a vocational-technical job is:

VALUE	FREQ.	PCT.	
2	7	50.0%	About what I want
3	6	42.9%	Don't know
4	1	7.1%	Somewhat less than I want
TOTAL	14		

27. The physical surroundings on a vocational-technical job are:

VALUE	FREQ.	PCT.	
1	1	7.1%	Very pleasant
2	10	71.4%	Probably pleasant enough for me
3	3	21.4%	Don't know
TOTAL	14		

28. The people in vocational-technical jobs are:

VALUE	FREQ.	PCT.	
1	2	14.3%	The kind of people I like
2	8	57.1%	As easy to work with as people on any job
3	4	28.6%	Don't know
TOTAL	14		

29. I think vocational-technical work is:

VALUE	FREQ.	PCT.	
1	3	21.4%	Very important
2	6	42.9%	Important enough for me to do
3	1	7.1%	Don't know
4	3	21.4%	Not as important as some things I might do
5	1	7.1%	Not important
TOTAL	14		

30. The opportunity for advancement in vocational-technical job is:

VALUE	FREQ.	PCT.	
1	1	7.1%	More than enough for me
2	7	50.0%	Enough for me
3	4	28.6%	Don't know
4	2	14.3%	Less than I would like
TOTAL	14		

31. Vocational-technical work would hold my interest:

VALUE	FREQ.	PCT.	
1	1	7.1%	All of the time
2	9	64.3%	Most of the time
3	3	21.4%	Don't know
4	1	7.1%	Some of the time
TOTAL	14		

32. "Job security" means how safe you are from losing a job. The security of vocational-technical work is:

VALUE	FREQ.	PCT.	
2	7	50.0%	Enough for me
3	5	35.7%	Don't know
4	2	14.3%	Not as much as I would like
TOTAL	14		

33. The social status of vocational-technical work is:

VALUE	FREQ.	PCT.	
2	8	57.1%	High enough for me
3	4	28.6%	Don't know
4	2	14.3%	A little lower than I would like
TOTAL	14		

34. Almost everyone should go to a four-year college after high school if he can afford it.

VALUE	FREQ.	PCT.	
1	1	7.1%	Strongly agree
2	1	7.1%	Agree
3	2	14.3%	Neutral
4	6	42.9%	Disagree
5	4	28.6%	Strongly disagree
TOTAL	14		

35. Vocational and technical education is usually for students who are not smart enough to go to a four year college.

VALUE	FREQ.	PCT.	
3	2	14.3%	Neutral
4	5	35.7%	Disagree
5	7	50.0%	Strongly disagree
TOTAL	14		

36. Once you graduate from a vocational training program, it is difficult to change careers.

VALUE	FREQ.	PCT.	
2	1	7.1%	Agree
3	8	57.1%	Neutral
4	4	28.6%	Disagree
5	1	7.1%	Strongly disagree
TOTAL	14		

37. How willing are businessmen to help you plan your career?

VALUE	FREQ.	PCT.	
1	2	14.3%	Very willing
2	3	21.4%	Ready to help if I ask them
3	7	50.0%	Unsure/Never asked
4	1	7.1%	Businessmen are not very helpful
5	1	7.1%	Businessmen don't care about helping me plan my career
TOTAL	14		

38. How often do you advise your friends to consider vocational-technical education in their future?

VALUE	FREQ.	PCT.	
2	1	7.1%	Often
3	2	14.3%	Sometimes
4	4	28.6%	Occasionally
5	7	50.0%	Never
TOTAL	14		

We would like to know who you've talked to about careers and what they've said.

39. Teachers

VALUE	FREQ.	PCT.	
1	6	42.9%	Not discussed
2	3	21.4%	Discussed, no comment
3	3	21.4%	Discussed, encouraged Voc-Ed
4	2	14.3%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	14		

40. Counselors

VALUE	FREQ.	PCT.	
1	1	7.1%	Not discussed
2	4	28.6%	Discussed, no comment
3	5	35.7%	Discussed, encouraged Voc-Ed
4	4	28.6%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	14		

41. Family

VALUE	FREQ.	PCT.	
1	3	21.4%	Not discussed
2	6	42.9%	Discussed, no comment
3	2	14.3%	Discussed, encouraged Voc-Ed
4	3	21.4%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	14		

42. Friends

VALUE	FREQ.	PCT.	
1	5	35.7%	Not discussed
2	6	42.9%	Discussed, no comment
3	1	7.1%	Discussed, encouraged Voc-Ed
4	2	14.3%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	14		

43. Businessmen

VALUE	FREQ.	PCT.	
1	9	64.3%	Not discussed
2	3	21.4%	Discussed, no comment
3	2	14.3%	Discussed, encouraged Voc-Ed
TOTAL	14		

44. Have you heard of the Career Fair at Kiel Auditorium on April 25, 26, and 27?

VALUE	FREQ.	PCT.	
1	14	100.0%	Yes
TOTAL	14		

45. If the Career Fair has not yet occurred, will you attend the Career Fair?

VALUE	FREQ.	PCT.	
	14	100.0%	(Other)
TOTAL	14		

46. If the Career Fair has already occurred, did you attend?

VALUE	FREQ.	PCT.	
1	14	100.0%	Yes
TOTAL	14		

47. Would you like to know more about vocational-technical school and skilled jobs?

VALUE	FREQ.	PCT.	
1	5	35.7%	Yes, much more
2	7	50.0%	Yes, a little more
3	2	14.3%	No
TOTAL	14		

48. Do you have a technical skill that is used in a vocation, such as typing, auto repair, electronics? You may have learned it on a job, as a hobby, or as part of school.

VALUE	FREQ.	PCT.	
1	1	7.1%	Two or more technical skills and I am good with one of them
2	3	21.4%	Yes, I have a technical skill and I am pretty good at it
3	5	35.7%	Yes, two or more technical skills but I know only the basics
4	3	21.4%	Yes, I have a technical skill but I just know the basics
5	2	14.3%	No, I do not have a technical skill
TOTAL	14		

49. What has been your average grade in school this year and last year?

VALUE	FREQ.	PCT.	
1	6	42.9%	A
2	7	50.0%	B
3	1	7.1%	C
TOTAL	14		

50. Can your parents pay for your education after high school, whether it is college, vocational-technical school, or junior college?

VALUE	FREQ.	PCT.	
1	7	50.0%	Yes
2	6	42.9%	My parents can pay for part of my education
3	1	7.1%	They cannot afford to pay for any education after high school
TOTAL	14		

51. What was the highest level of formal education reached by your father?

VALUE	FREQ.	PCT.	
1	3	21.4%	Grammar school
2	2	14.3%	Some high school
3	1	7.1%	High School graduate
4	7	50.0%	Some college, junior college, or vocational school
	1	7.1%	(Other)
TOTAL	14		

52. What was the highest level of formal education reached by your mother?

VALUE	FREQ.	PCT.	
1	4	28.6%	Grammar school
3	5	35.7%	High school graduate
4	2	14.3%	Some college, junior college,, or vocational school
5	2	14.3%	Graduated from a four year college
	1	7.1%	(Other)
TOTAL	14		

53. In what area is or was your father's occupation?

VALUE	FREQ.	PCT.	
1	1	7.1%	Professional (doctor, teacher, lawyer, etc.)
2	4	28.6%	Management (in business or government)
3	6	42.9%	Vocational-technical (welder, stenographer, electrician, lab technician)
4	1	7.1%	Sales (insurance, in a store, etc.)
5	2	14.3%	Unskilled (janitor, night watchman, etc.)
TOTAL	14		

54. In what area is or was your mother's occupation?

VALUE	FREQ.	PCT.	
1	2	14.3%	Professional
2	2	14.3%	Management
3	3	21.4%	Vocational-technical
5	1	7.1%	Unskilled
6	6	42.9%	Housewife
TOTAL	14		

APPENDIX XIXa

CAREER FAIR WITHIN GROUP PRE-TEST -- URBAN DATA

1. How much have you read or thought about careers?

VALUE	FREQ.	PCT.	
1	21	18.4%	Very much
2	18	15.8%	Much
3	38	33.3%	Some
4	30	26.3%	A little
5	7	6.1%	None
TOTAL	114		

2. How many people (besides your parents) do you know well who are training for a vocational-technical job or have a vocational-technical job?

VALUE	FREQ.	PCT.	
1	27	23.7%	None
2	12	10.5%	One
3	19	16.7%	Two-Three
4	14	12.3%	Four or more
5	42	36.8%	I don't know
TOTAL	114		

3. Which career field have you considered entering most?

VALUE	FREQ.	PCT.	
1	29	25.4%	Professional (doctor, teacher, lawyer, etc.)
2	11	9.6%	Management (in business or government)
3	53	46.5%	Skilled (Programmer, welder, stenographer, electrician, etc.)
4	6	5.3%	Sales (insurance, in a store, etc.)
5	1	.9%	Unskilled (janitor, maid, etc.)
6	14	12.3%	Housewife
TOTAL	114		

4. Which is your second choice for a career field?

VALUE	FREQ.	PCT.	
1	20	17.5%	Professional
2	22	19.3%	Management
3	22	19.3%	Skilled
4	10	8.8%	Sales
6	15	13.2%	Housewife
7	25	21.9%	I have not considered a second choice
TOTAL	114		

5. How definite is your career choice?

VALUE	FREQ.	PCT.	
1	5	4.4%	Final
2	50	43.9%	Fairly certain
3	42	36.8%	Unsure
4	15	13.2%	Only a guess
5	2	1.8%	I have made no choice at all
TOTAL	114		

6. Do you plan to have more than one major occupation during your working life?

VALUE	FREQ.	PCT.	
1	31	27.2%	Yes
2	70	61.4%	I have not considered this
3	13	11.4%	No
TOTAL	114		

7. Do you plan to take a vocational-technical course in high school?

VALUE	FREQ.	PCT.	
1	11	9.6%	Definitely
2	35	30.7%	Probably
3	53	46.5%	Unsure
4	15	13.2%	No
TOTAL	114		

8. What do you plan to do when you leave high school?

VALUE	FREQ.	PCT.	
1	20	17.5%	Go to a 4-year college
2	12	10.5%	Go to a junior college
3	11	9.6%	Go to a vocational-technical school
4	31	27.2%	Get a job
5	17	14.9%	Join the armed forces
6	23	20.2%	I have no plans
TOTAL	114		

Items 9-20 are the names of various jobs. Answer Yes if you think the job is a vocational-technical job, answer No if you think the job is not vocational-technical.

9. Barber or Beautician

VALUE	FREQ.	PCT.	
1	61	53.5%	Yes
2	53	46.5%	No
TOTAL	114		

10. Mail carrier

VALUE	FREQ.	PCT.	
1	35	30.7%	Yes
2	78	68.4%	No
	1	.9%	(Other)
TOTAL	114		

11. Bank teller

VALUE	FREQ.	PCT.	
1	57	50.0%	Yes
2	56	49.1%	No
	1	.9%	(Other)
TOTAL	114		

12. Bricklayer

VALUE	FREQ.	PCT.	
1	57	50.0%	Yes
2	57	50.0%	No
TOTAL	114		

13. Secretary

VALUE	FREQ.	PCT.	
1	79	69.3%	Yes
2	35	30.7%	No
TOTAL	114		

14. Engineer

VALUE	FREQ.	PCT.	
1	89	78.1%	Yes
2	25	21.9%	No
TOTAL	114		

15. Biologist

VALUE	FREQ.	PCT.	
1	74	64.9%	Yes
2	40	35.1%	No
TOTAL	114		

16. Sheet metal worker

VALUE	FREQ.	PCT.	
1	68	59.6%	Yes
2	46	40.4%	No
TOTAL	114		

17. Key punch operator

VALUE	FREQ.	PCT.	
1	76	66.7%	Yes
2	38	33.3%	No
TOTAL	114		

18. Waiter or waitress

VALUE	FREQ.	PCT.	
1	25	21.9%	Yes
2	89	78.1%	No
TOTAL	114		

19. Computer Programmer

VALUE	FREQ.	PCT.	
1	91	79.8%	Yes
2	23	20.2%	No
TOTAL	114		

20. Medical or Dental Laboratory Technician

VALUE	FREQ.	PCT.	
1	72	63.2%	Yes
2	42	36.8%	No
TOTAL	114		

21. Can students from your school take courses that teach skills with which they can earn a living? (These courses may be at your school, at the high school, or at a separate high school).

VALUE	FREQ.	PCT.	
1	54	47.4%	Yes
2	44	38.6%	Don't know
3	16	14.0%	No
TOTAL	114		

22. How many of these high school vocational courses can you name?

VALUE	FREQ.	PCT.	
1	27	23.7%	None
2	15	13.2%	One
3	20	17.5%	Two
4	11	9.6%	Three
5	41	36.0%	Four or more
TOTAL	114		

23. Do you know the name and location of the nearest junior college?

VALUE	FREQ.	PCT.	
1	30	26.3%	Yes
2	32	28.1%	I think so
3	52	45.6%	No
TOTAL	114		

24. How many private trade schools do you know of in the St. Louis metropolitan area?

VALUE	FREQ.	PCT.	
1	69	60.5%	None
2	28	24.6%	One
3	12	10.5%	Two
4	4	3.5%	Three
5	1	.9%	Four or more
TOTAL	114		

25. In the next few years, what percent of new jobs will be vocational-technical jobs (jobs that require at least six months training but no college)?

VALUE	FREQ.	PCT.	
1	9	7.9%	10
2	16	14.0%	30
3	37	32.5%	50
4	31	27.2%	60
5	21	18.4%	80
TOTAL	114		

26. The pay for a vocational-technical job is:

VALUE	FREQ.	PCT.	
1	4	3.5%	More than enough for me
2	44	38.6%	About what I want
3	61	53.5%	Don't know
4	4	3.5%	Somewhat less than I want
5	1	.9%	Far too little for me
TOTAL	114		

27. The physical surroundings on a vocational-technical job are:

VALUE	FREQ.	PCT.	
1	13	11.4%	Very pleasant
2	36	31.6%	Probably pleasant enough for me
3	59	51.8%	Don't know
4	4	3.5%	Mildly unpleasant
5	2	1.8%	Too unpleasant for me
TOTAL	114		

28. The people in vocational-technical jobs are:

VALUE	FREQ.	PCT.	
1	9	7.9%	The kind of people I like
2	26	22.8%	As easy to work with as people on any job
3	72	63.2%	Don't know
4	3	2.6%	Not the people I am used to
5	4	3.5%	Definitely make me uncomfortable
TOTAL	114		

29. I think vocational-technical work is:

VALUE	FREQ.	PCT.	
1	41	36.0%	Very important
2	27	23.7%	Important enough for me to do
3	31	27.2%	Don't know
4	15	13.2%	Not as important as some things I might do
TOTAL	114		

30. The opportunity for advancement in vocational-technical job is:

VALUE	FREQ.	PCT.	
1	8	7.0%	More than enough for me
2	42	36.8%	Enough for me
3	55	48.2%	Don't know
4	8	7.0%	Less than I would like
5	1	.9%	Much too little for me
TOTAL	114		

31. Vocational-technical work would hold my interest:

VALUE	FREQ.	PCT.	
1	10	8.8%	All of the time
2	40	35.1%	Most of the time
3	44	38.6%	Don't know
4	14	12.3%	Some of the time
5	6	5.3%	Only a little or not at all
TOTAL	114		

32. "Job security" means how safe you are from losing a job. The security of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	4	3.5%	More than enough for me
2	33	28.9%	Enough for me
3	65	57.0%	Don't know
4	12	10.5%	Not as much as I would like
TOTAL	114		

33. The social status of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	11	9.6%	Very high
2	28	24.6%	High enough for me
3	72	63.2%	Don't know
4	2	1.8%	A little lower than I would like
5	1	.9%	Far too low for me
TOTAL	114		

34. Almost everyone should go to a four-year college after high school if he can afford it.

VALUE	FREQ.	PCT.	
1	14	12.3%	Strongly agree
2	30	26.3%	Agree
3	45	39.5%	Neutral
4	16	14.0%	Disagree
5	9	7.9%	Strongly disagree
TOTAL	114		

35. Vocational and technical education is usually for students who are not smart enough to go to a four year college.

VALUE	FREQ.	PCT.	
1	8	7.0%	Strongly agree
2	19	16.7%	Agree
3	25	21.9%	Neutral
4	47	41.2%	Disagree
5	15	13.2%	Strongly disagree
TOTAL	114		

36. Once you graduate from a vocational training program, it it very difficult to change careers.

VALUE	FREQ.	PCT.	
1	9	7.9%	Strongly agree
2	27	23.7%	Agree
3	44	38.6%	Neutral
4	30	26.3%	Disagree
5	4	3.5%	Strongly disagree
TOTAL	114		

37. How willing are businessmen to help you plan your career?

VALUE	FREQ.	PCT.	
1	9	7.9%	Very willing
2	28	24.6%	Ready to help if I ask them
3	71	62.3%	Unsure/never asked
4	4	3.5%	Businessmen are not very helpful
5	2	1.8%	Businessmen don't care about helping me plan my career
TOTAL	114		

38. How often do you advise your friends to consider vocational-technical education in their future?

VALUE	FREQ.	PCT.	
1	4	3.5%	Very often
2	10	8.8%	Often
3	22	19.3%	Sometimes
4	18	15.8%	Occasionally
5	60	52.6%	Never
TOTAL	114		

We would like to know who you've talked to about careers and what they've said.

39. Teachers

VALUE	FREQ.	PCT.	
1	65	57.0%	Not discussed
2	19	16.7%	Discussed, no comment
3	25	21.9%	Discussed, encouraged Voc-Ed
4	5	4.4%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	114		

40. Counselors

VALUE	FREQ.	PCT.	
1	88	77.2%	Not discussed
2	8	7.0%	Discussed, no comment
3	9	7.9%	Discussed, encouraged Voc-Ed
4	9	7.9%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	114		

41. Family

VALUE	FREQ.	PCT.	
1	30	26.3%	Not discussed
2	36	31.6%	Discussed, no comment
3	31	27.2%	Discussed, encouraged Voc-Ed
4	17	14.9%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	114		

42. Friends

VALUE	FREQ.	PCT.	
1	38	33.3%	Not discussed
2	44	38.6%	Discussed, no comment
3	22	19.3%	Discussed, encouraged Voc-Ed
4	10	8.8%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	114		

43. Businessmen

VALUE	FREQ.	PCT.	
1	94	82.5%	Not discussed
2	5	4.4%	Discussed, no comment
3	8	7.0%	Discussed, encouraged Voc-Ed
4	7	6.1%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	114		

44. Have you heard of the Career Fair at Kiel Auditorium on April 25, 26, and 27?

VALUE	FREQ.	PCT.	
1	64	56.1%	Yes
2	49	43.0%	No
	1	.9%	(Other)
TOTAL	114		

45. If the Career Fair has not yet occurred, will you attend the Career Fair?

VALUE	FREQ.	PCT.	
1	31	27.2%	Yes
2	28	24.6%	Probably
3	31	27.2%	Unsure
4	22	19.3%	No
	2	1.8%	(Other)
TOTAL	114		

46. If the Career Fair has already occurred, did you attend?

VALUE	FREQ.	PCT.	
1	9	7.9%	Yes
2	19	16.7%	No
0	84	73.7%	No response
	2	1.8%	(Other)
TOTAL	114		

47. Would you like to know more about vocational-technical school and skilled jobs?

VALUE	FREQ.	PCT.	
1	44	38.6%	Yes, much more
2	44	38.6%	Yes, a little more
3	22	19.3%	No
	4	3.5%	(Other)
TOTAL	114		

48. Do you have a technical skill that is used in a vocation, such as typing, auto repair, electronics? You may have learned it on a job, as hobby, or as part of school.

VALUE	FREQ.	PCT.	
1	19	16.7%	Two or more technical skills and I am good with one of them
2	17	14.9%	Yes, I have a technical skill and I am pretty good at it
3	14	12.3%	Yes, two or more technical skills but I know only the basics
4	28	24.6%	Yes, I have a technical skill but I just know the basics
5	36	31.6%	No, I do not have a technical skill
TOTAL	114		

49. What has been your average grade in school this year and last year?

VALUE	FREQ.	PCT.	
1	8	7.0%	A
2	69	60.5%	B
3	37	32.5%	C
TOTAL	114		

50. Can your parents pay for your education after high school, whether it is college, vocational-technical school, or junior college?

VALUE	FREQ.	PCT.	
1	42	36.8%	Yes
2	20	17.5%	My parents can pay for part of my education
3	22	19.3%	They cannot afford to pay for any education after high school
4	30	26.3%	I don't know what my parents can afford
TOTAL	114		

51. What was the highest level of formal education reached by your father?

VALUE	FREQ.	PCT.	
1	32	28.1%	Grammar school
2	33	28.9%	Some high school
3	36	31.6%	High school graduate
4	7	6.1%	Some college, junior college, or vocational school
5	2	1.8%	Graduated from a four year college
	4	3.5%	(Other)
TOTAL	114		

52. What was the highest level of formal education reached by your mother?

VALUE	FREQ.	PCT.	
1	27	23.7%	Grammar school
2	40	35.1%	Some high school
3	34	29.8%	High school graduate
4	7	6.1%	Some college, junior college, or vocational school
5	4	3.5%	Graduated from a four year college
	2	1.8%	(Other)
TOTAL	114		

53. In what area is or was your father's occupation?

VALUE	FREQ.	PCT.	
1	9	7.9%	Professional (doctor, teacher, lawyer, etc.)
2	16	14.0%	Management (in business or government
3	65	57.0%	Vocational-technical (welder, electrician, lab technician)
4	7	6.1%	Sales (insurance, in a store, etc.)
5	11	9.6%	Unskilled (janitor, night watchman, etc.)
	6	5.3%	(Other)
TOTAL	114		

54. In what area is or was your mother's occupation?

VALUE	FREQ.	PCT.	
1	7	6.1%	Professional
2	7	6.1%	Management
3	27	23.7%	Vocational-technical
4	10	8.8%	Sales
5	8	7.0%	Unskilled
6	52	45.6%	Housewife
	3	2.6%	(Other)
TOTAL	114		

APPENDIX XIXb

CAREER FAIR WITHIN GROUP POST-TEST --URBAN DATA

1. How much have you read or thought about careers?

VALUE	FREQ.	PCT.	
1	16	16.3%	Very much
2	15	15.3%	Much
3	39	39.8%	Some
4	23	23.5%	A little
5	5	5.1%	None
TOTAL	98		

2. How many people (besides your parents) do you know well who are training for a vocational-technical job or have a vocational-technical job?

VALUE	FREQ.	PCT.	
1	23	23.5%	None
2	12	12.2%	One
3	22	22.4%	Two-Three
4	9	9.2%	Four or more
5	32	32.7%	I don't know
TOTAL	98		

3. Which career field have you considered entering most?

VALUE	FREQ.	PCT.	
1	32	32.7%	Professional (doctor, teacher, lawyer, etc.)
2	8	8.2%	Management (in business or government)
3	45	45.9%	Skilled (programmer, welder, stenographer, electrician, etc.)
4	3	3.1%	Sales (insurance, in a store, etc.)
5	1	1.0%	Unskilled (janitor, maid, etc.)
6	9	9.2%	Housewife
TOTAL	98		

4. Which is your second choice for a career field?

VALUE	FREQ.	PCT.	
1	16	16.3%	Professional
2	21	21.4%	Management
3	12	12.2%	Skilled
4	7	7.1%	Sales
5	1	1.0%	Unskilled
6	13	13.3%	Housewife
7	28	28.6%	I have not considered a second choice
TOTAL	98		

5. How definite is your career choice?

VALUE	FREQ.	PCT.	
1	14	14.3%	Final
2	32	32.7%	Fairly certain
3	32	32.7%	Unsure
4	12	12.2%	Only a guess
5	8	8.2%	I have made no choice at all
TOTAL	98		

6. Do you plan to have more than one major occupation during your working life?

VALUE	FREQ.	PCT.	
1	27	27.6%	Yes
2	53	54.1%	I have not considered this
3	18	18.4%	No
TOTAL	98		

7. Do you plan to take a vocational-technical course in high school?

VALUE	FREQ.	PCT.	
1	7	7.1%	Definitely
2	26	26.5%	Probably
3	42	42.9%	Unsure
4	21	21.4%	No
5	1	1.0%	I am a senior
	1	1.0%	(Other)
TOTAL	98		

8. What do you plan to do when you leave high school?

VALUE	FREQ.	PCT.	
1	19	19.4%	Go to a 4-year college
2	9	9.2%	Go to a junior college
3	7	7.1%	Go to a vocational-technical school
4	30	30.6%	Get a job
5	20	20.4%	Join the armed forces
6	12	12.2%	I have no plans
	1	1.0%	(Other)
TOTAL	98		

Items 9-20 are the names of various jobs. Answer Yes if you think the job is a vocational-technical job. Answer No if you think the job is not vocational-technical.

9. Barber or Beautician

VALUE	FREQ.	PCT.	
1	71	72.4%	Yes
2	27	27.6%	No
TOTAL	98		

10. Mail carrier

VALUE	FREQ.	PCT.	
1	33	33.7%	Yes
2	64	65.3%	No
	1	1.0%	(Other)
TOTAL	98		

11. Bank teller

VALUE	FREQ.	PCT.	
1	57	58.2%	Yes
2	41	41.8%	No
TOTAL	98		

12. Bricklayer

VALUE	FREQ.	PCT.	
1	60	61.2%	Yes
2	38	38.8%	No
TOTAL	98		

13. Secretary

VALUE	FREQ.	PCT.	
1	73	74.5%	Yes
2	25	25.5%	No
TOTAL	98		

14. Engineer

VALUE	FREQ.	PCT.	
1	77	78.6%	Yes
2	21	21.4%	No
TOTAL	98		

15. Biologist

VALUE	FREQ.	PCT.	
1	58	59.2%	Yes
2	40	40.8%	No
TOTAL	98		

16. Sheet metal worker

VALUE	FREQ.	PCT.	
1	72	73.5%	Yes
2	26	26.5%	No
TOTAL	98		

17. Key punch operator

VALUE	FREQ.	PCT.	
1	72	73.5%	Yes
2	26	26.5%	No
TOTAL	98		

18. Waiter or Waitress

VALUE	FREQ.	PCT.	
1	26	26.5%	Yes
2	72	73.5%	No
TOTAL	98		

19. Computer Programmer

VALUE	FREQ.	PCT.	
1	82	83.7%	Yes
2	14	14.3%	No
	2	2.0%	(Other)
TOTAL	98		

20. Medical or Dental Laboratory Technician

VALUE	FREQ.	PCT.	
1	69	70.4%	Yes
2	29	29.6%	No
TOTAL	98		

21. Can students from your school take courses that teach skills which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

VALUE	FREQ.	PCT.	
1	39	39.8%	Yes
2	46	46.9%	Don't know
3	13	13.3%	No
TOTAL	98		

22. How many of these high school vocational courses can you name?

VALUE	FREQ.	PCT.	
1	40	40.8%	None
2	15	15.3%	One
3	11	11.2%	Two
4	10	10.2%	Three
5	22	22.4%	Four or more
TOTAL	98		

23. Do you know the name and location of the nearest junior college?

VALUE	FREQ.	PCT.	
1	16	16.3%	Yes
2	37	37.8%	I think so
3	44	44.9%	No
	1	1.0%	(Other)
TOTAL	98		

24. How many private trade schools do you know of in the St. Louis metropolitan area?

VALUE	FREQ.	PCT.	
1	61	62.2%	None
2	18	18.4%	One
3	13	13.3%	Two
4	2	2.0%	Three
5	3	3.1%	Four or more
	1	1.0%	(Other)
TOTAL	98		

25. In the next few years, what percent of new jobs will be vocational-technical jobs (jobs that require at least six months training but no college?)

VALUE	FREQ.	PCT.	
1	6	6.1%	10
2	16	16.3%	30
3	30	30.6%	50
4	24	24.5%	60
5	22	22.4%	80
TOTAL	98		

26. The pay for a vocational-technical job is:

VALUE	FREQ.	PCT.	
1	8	8.2%	More than enough for me
2	28	28.6%	About what I want
3	55	56.1%	Don't know
4	5	5.1%	Somewhat less than I want
	2	2.0%	Far too little for me
TOTAL	98		

27. The physical surroundings on a vocational-technical job are:

VALUE	FREQ.	PCT.	
1	9	9.2%	Very pleasant
2	26	26.5%	Probably pleasant enough for me
3	58	59.2%	Don't know
4	1	1.0%	Mildly unpleasant
5	4	4.1%	Too unpleasant for me
TOTAL	98		

28. The people in vocational-technical jobs are:

VALUE	FREQ.	PCT.	
1	10	10.2%	The kind of people I like
2	20	20.4%	As easy to work with as people on any job
3	64	65.3%	Don't know
4	2	2.0%	Not the people I am used to
5	2	2.0%	Definitely make me uncomfortable
TOTAL	98		

29. I think vocational-technical work is:

VALUE	FREQ.	PCT.	
1	25	25.5%	Very Important
2	27	27.6%	Important enough for me to do
3	41	41.8%	Don't know
4	4	4.1%	Not as important as some things I might do
5	1	1.0%	Not important
TOTAL	98		

30. The opportunity for advancement in vocational-technical job is:

VALUE	FREQ.	PCT.	
1	10	10.2%	More than enough for me
2	30	30.6%	Enough for me
3	53	54.1%	Don't know
4	1	1.0%	Less than I would like
5	3	3.1%	Much too little for me
	1	1.0%	(Other)
TOTAL	98		

31. Vocational-technical work would hold my interest:

VALUE	FREQ.	PCT.	
1	10	10.2%	All of the time
2	31	31.6%	Most of the time
3	47	48.0%	Don't know
4	5	5.1%	Some of the time
5	5	5.1%	Only a little or not at all
TOTAL	98		

32. "Job security" means how safe you are from losing a job. The security of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	6	6.1%	More than enough for me
2	25	25.5%	Enough for me
3	61	62.2%	Don't know
4	2	2.0%	Not as much as I would like
5	3	3.1%	Far too little for me
	1	1.0%	(Other)
TOTAL	98		

33. The social status of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	8	8.2%	Very high
2	24	24.5%	High enough for me
3	59	60.2%	Don't know
4	5	5.1%	A little lower than I would like
5	2	2.0%	Far too low for me
TOTAL	98		

34. Almost everyone should go to a four-year college after high school if he can afford it.

VALUE	FREQ.	PCT.	
1	15	15.3%	Strongly agree
2	15	15.3%	Agree
3	45	45.9%	Neutral
4	18	18.4%	Disagree
5	4	4.1%	Strongly disagree
	1	1.0%	(Other)
TOTAL	98		

35. Vocational and technical education is usually for students who are not smart enough to go to a four year college.

VALUE	FREQ.	PCT.	
1	6	6.1%	Strongly agree
2	7	7.1%	Agree
3	32	32.7%	Neutral
4	39	39.8%	Disagree
5	14	14.3%	Strongly disagree
TOTAL	98		

36. Once you graduate from a vocational training program, it is difficult to change careers.

VALUE	FREQ.	PCT.	
1	3	3.1%	Strongly agree
2	27	27.6%	Agree
3	35	35.7%	Neutral
4	29	29.6%	Disagree
5	3	3.1%	Strongly disagree
	1	1.0%	(Other)
TOTAL	98		

37. How willing are businessmen to help you plan your career?

VALUE	FREQ.	PCT.	
1	14	14.3%	Very willing
2	24	24.5%	Ready to help if I ask them
3	56	57.1%	Unsure/Never asked
4	2	2.0%	Businessmen are not very helpful
5	1	1.0%	Businessmen don't care about helping me plan my career
	1	1.0%	(Other)
TOTAL	98		

38. How often do you advise your friends to consider vocational-technical education in their future?

VALUE	FREQ.	PCT.	
1	6	6.1%	Very often
2	11	11.2%	Often
3	22	22.4%	Sometimes
4	11	11.2%	Occasionally
5	47	48.0%	Never
	1	1.0%	(Other)
TOTAL	98		

We would like to know who you've talked to about careers and what they've said.

39. Teachers

VALUE	FREQ.	PCT.	
1	64	65.3%	Not discussed
2	11	11.2%	Discussed, no comment
3	17	17.3%	Discussed, encouraged Voc-Ed
4	5	5.1%	Discussed, discouraged Voc-Ed or encouraged other
	1	1.0%	(Other)
TOTAL	98		

40. Counselors

VALUE	FREQ.	PCT.	
1	66	67.3%	Not discussed
2	15	15.3%	Discussed, no comment
3	10	10.2%	Discussed, encouraged Voc-Ed
4	6	6.1%	Discussed, discouraged Voc-Ed or encouraged other
	1	1.0%	(Other)
TOTAL	98		

41. Family

VALUE	FREQ.	PCT.	
1	26	26.5%	Not discussed
2	25	25.5%	Discussed, no comment
3	27	27.6%	Discussed, encouraged Voc-Ed
4	19	19.4%	Discussed, discouraged Voc-Ed or encouraged other
	1	1.0%	(Other)
TOTAL	98		

42. Friends

VALUE	FREQ.	PCT.	
1	43	43.9%	Not discussed
2	26	26.5%	Discussed, no comment
3	19	19.4%	Discussed, encouraged Voc-Ed
4	9	9.2%	Discussed, discouraged Voc-Ed or encouraged other
	1	1.0%	(Other)
TOTAL	98		

43. Businessmen

VALUE	FREQ.	PCT.	
1	69	70.4%	Not discussed
2	8	8.2%	Discussed, no comment
3	11	11.2%	Discussed, encouraged Voc-Ed
4	9	9.2%	Discussed, discouraged Voc-Ed or encouraged other
	1	1.0%	(Other)
TOTAL	98		

44. Have you heard of the Career Fair at Kiel Auditorium on April 25, 26, and 27?

VALUE	FREQ.	PCT.	
1	87	88.8%	Yes
2	8	8.2%	No
	3	3.1%	(Other)
TOTAL	98		

45. If the Career Fair has not yet occurred, will you attend the Career Fair?

VALUE	FREQ.	PCT.	
	98	100.0%	(Other)
TOTAL	98		

46. If the Career Fiar has already occurred, did you attend?

VALUE	FREQ.	PCT.	
1	83	84.7%	Yes
2	9	9.2%	No
0	1	1.0%	No response
	5	5.1%	(Other)
TOTAL	98		

47. Would you like to know more about vocational-technical school and skilled jobs?

VALUE	FREQ.	PCT.	
1	25	25.5%	Yes, much more
2	39	39.8%	Yes, a little more
3	30	30.6%	No
	4	4.1%	(Other)
TOTAL	98		

48. Do you have a technical skill that is used in a vocation, such as typing, auto repair, electronics? You may have learned it on a job, as a hobby, or as part of school.

VALUE	FREQ.	PCT.	
1	10	10.2%	Two or more technical skills and I am good with one of them
2	22	22.4%	Yes, I have a technical skill and I am pretty good at it
3	10	10.2%	Yes, two or more technical skills but I know only the basics
4	16	16.3%	Yes, I have a technical skill but I just know the basics
5	39	39.8%	No, I do not have a technical skill
	1	1.0%	(Other)
TOTAL	98		

49. What has been your average grade in school this year and last year?

VALUE	FREQ.	PCT.	
1	7	7.1%	A
2	57	58.2%	B
3	30	30.6%	C
4	2	2.0%	D
	2	2.0%	(Other)
TOTAL	98		

50. Can your parents pay for your education after high school, whether it is college, vocational-technical school, or junior college?

VALUE	FREQ.	PCT.	
1	37	37.8%	Yes
2	18	18.4%	My parents can pay for part of my education
3	7	7.1%	They cannot afford to pay for any education after high school
4	31	31.6%	I don't know what my parents can afford
	5	5.1%	(Other)
TOTAL	98		

51. What was the highest level of formal education reached by your father?

VALUE	FREQ.	PCT.	
1	32	32.7%	Grammar school
2	28	28.6%	Some high school
3	23	23.5%	High school graduate
4	6	6.1%	Some college, junior college, or vocational school
5	4	4.1%	Graduated from a four year college
	5	5.1%	(Other)
TOTAL	98		

52. What was the highest level of formal education reached by your mother?

VALUE	FREQ.	PCT.	
1	25	25.5%	Grammar school
2	32	32.7%	Some high school
3	25	25.5%	High school graduate
4	6	6.1%	Some college, junior college, or vocational school
5	6	6.1%	Graduated from a four year college
	4	4.1%	(Other)
TOTAL	98		

53. In what area is or was your father's occupation?

VALUE	FREQ.	PCT.	
1	8	8.2%	Professional (doctor, teacher, lawyer, etc.)
2	18	18.4%	Management (in business or government)
3	52	53.1%	Vocational-technical (welder, stenographer, electrician, lab technician)
4	8	8.2%	Sales (insurance, in a store, etc.)
5	5	5.1%	Unskilled (janitor, night watchman, etc.)
	7	7.1%	(Other)
TOTAL	98		

54. In what area is or was your mother's occupation?

VALUE	FREQ.	PCT.	
1	7	7.1%	Professional
2	12	12.2%	Management
3	15	15.3%	Vocational-technical
4	9	9.2%	Sales
5	7	7.1%	Unskilled
6	43	43.9%	Housewife
	5	5.1%	(Other)
TOTAL	98		

APPENDIX XXa

CAREER FAIR WITHIN GROUP PRE-TEST --SUBURBAN DATA

1. How much have you read or thought about careers?

VALUE	FREQ.	PCT.	
1	27	9.2%	Very much
2	63	21.4%	Much
3	136	46.3%	Some
4	60	20.4%	A little
5	7	2.4%	None
	1	.3%	(Other)
TOTAL	294		

2. How many people (besides your parents) do you know well who are training for a vocational-technical job or have a vocational-technical job?

VALUE	FREQ.	PCT.	
1	72	24.5%	None
2	45	15.3%	One
3	64	21.8%	Two-Three
4	33	11.2%	Four or more
5	79	26.9%	I don't know
	1	.3%	(Other)
TOTAL	294		

3. Which career field have you considered entering most?

VALUE	FREQ.	PCT.	
1	116	39.5%	Professional (doctor, teacher, lawyer, etc.)
2	35	11.9%	Management (in business or government)
3	107	36.4%	Skilled (programmer, welder, stenographer, electrician, etc.)
4	12	4.1%	Sales (insurance, in a store, etc.)
5	2	.7%	Unskilled (janitor, maid, etc.)
6	20	6.8%	Housewife
	2	.7%	(Other)
TOTAL	294		

4. Which is your second choice for a career field?

VALUE	FREQ.	PCT.	
1	42	14.3%	Professional
2	46	15.6%	Management
3	54	18.4%	Skilled
4	35	11.9%	Sales
5	4	1.4%	Unskilled
6	41	13.9%	Housewife
7	69	23.5%	I have not considered a second choice
	3	1.0%	(Other)
TOTAL	294		

5. How definite is your career choice?

VALUE	FREQ.	PCT.	
1	21	7.1%	Final
2	136	46.3%	Fairly certain
3	84	28.6%	Unsure
4	40	13.6%	Only a guess
5	12	4.1%	I have made no choice at all
	1	.3%	(Other)
TOTAL	294		

6. Do you plan to have more than one major occupation during your working life?

VALUE	FREQ.	PCT.	
1	83	28.2%	Yes
2	155	52.7%	I have not considered this
3	54	18.4%	No
	2	.7%	(Other)
TOTAL	294		

7. Do you plan to take a vocational-technical course in high school?

VALUE	FREQ.	PCT.	
1	19	6.5%	Definitely
2	52	17.7%	Probably
3	132	44.9%	Unsure
4	90	30.6%	No
	1	.3%	(Other)
TOTAL	294		

8. What do you plan to do when you leave high school?

VALUE	FREQ.	PCT.	
1	83	28.2%	Go to a 4-year college
2	60	20.4%	Go to a junior college
3	26	8.8%	Go to a vocational-technical school
4	65	22.1%	Get a job
5	19	6.5%	Join the armed forces
6	40	13.6%	I have no plans
	1	.3%	(Other)
TOTAL	294		

Items 9-20 are the names of various jobs. Answer Yes if you think the job is a vocational-technical job. Answer No if you think the job is not vocational-technical.

9. Barber or Beautician

VALUE	FREQ.	PCT.	
1	199	67.7%	Yes
2	93	31.6%	No
	2	.7%	(Other)
TOTAL	294		

10. Mail carrier

VALUE	FREQ.	PCT.	
1	81	27.6%	Yes
2	210	71.4%	No
	3	1.0%	(Other)
TOTAL	294		

11. Bank teller

VALUE	FREQ.	PCT.	
1	138	46.9%	Yes
2	153	52.0%	No
	3	1.0%	(Other)
TOTAL	294		

12. Bricklayer

VALUE	FREQ.	PCT.	
1	175	59.5%	Yes
2	115	39.1%	No
	4	1.4%	(Other)
TOTAL	294		

13. Secretary

VALUE	FREQ.	PCT.	
1	224	76.2%	Yes
2	67	22.8%	No
	3	1.0%	(Other)
TOTAL	294		

14. Engineer

VALUE	FREQ.	PCT.	
1	219	74.5%	Yes
2	72	24.5%	No
	3	1.0%	(Other)
TOTAL	294		

15. Biologist

VALUE	FREQ.	PCT.	
1	150	51.0%	Yes
2	142	48.3%	No
	2	.7%	(Other)
TOTAL	294		

16. Sheet metal worker

VALUE	FREQ.	PCT.	
1	218	74.1%	Yes
2	73	24.8%	No
	3	1.0%	(Other)
TOTAL	294		

17. Key punch operator

VALUE	FREQ.	PCT.	
1	203	69.0%	Yes
2	89	30.3%	No
	2	.7%	(Other)
TOTAL	294		

18. Waiter or Waitress

VALUE	FREQ.	PCT.	
1	71	24.1%	Yes
2	221	75.2%	No
	2	.7%	(Other)
TOTAL	294		

19. Computer Programmer

VALUE	FREQ.	PCT.	
1	251	85.4%	Yes
2	41	13.9%	No
	2	.7%	(Other)
TOTAL	294		

20. Medical or Dental Laboratory Technician

VALUE	FREQ.	PCT.	
1	188	63.9%	Yes
2	102	34.7%	No
	4	1.4%	(Other)
TOTAL	294		

21. Can students from your school take courses that teach skills which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

VALUE	FREQ.	PCT.	
1	188	63.9%	Yes
2	81	27.6%	Don't know
3	24	8.2%	No
	1	.3%	(Other)
TOTAL	294		

22. How many of these high school vocational courses can you name?

VALUE	FREQ.	PCT.	
1	71	24.1%	None
2	32	10.9%	One
3	51	17.3%	Two
4	46	15.6%	Three
5	93	31.6%	Four or more
	1	.3%	No response
TOTAL	294		

23. Do you know the name and location of the nearest junior college?

VALUE	FREQ.	PCT.	
1	227	77.2%	Yes
2	34	11.6%	I think so
3	31	10.5%	No
	2	.7%	(Other)
TOTAL	294		

24. How many private trade schools do you know of in the St. Louis metropolitan area?

VALUE	FREQ.	PCT.	
1	83	28.2%	None
2	87	29.6%	One
3	76	25.9%	Two
4	29	9.9%	Three
5	17	5.8%	Four or more
	2	.7%	No response
TOTAL	294		

25. In the next few years, what percent of new jobs will be vocational-technical jobs (jobs that require at least six months training but no college?)

VALUE	FREQ.	PCT.	
1	20	6.8%	10
2	70	23.8%	30
3	105	35.7%	50
4	72	24.5%	60
5	24	8.2%	80
	3	1.0%	(Other)
TOTAL	294		

26. The pay for a vocational-technical job is:

VALUE	FREQ.	PCT.	
1	9	3.1%	More than enough for me
2	86	29.3%	About what I want
3	176	59.9%	Don't know
4	20	6.8%	Somewhat less than I want
5	2	.7%	Far too little for me
	1	.3%	(Other)
TOTAL	294		

27. The physical surroundings on a vocational-technical job are:

VALUE	FREQ.	PCT.	
1	26	8.8%	Very pleasant
2	122	41.5%	Probably pleasant enough for me
3	126	42.9%	Don't know
4	16	5.4%	Mildly unpleasant
5	3	1.0%	Too unpleasant for me
	1	.3%	(Other)
TOTAL	294		

28. The people in vocational-technical jobs are:

VALUE	FREQ.	PCT.	
1	23	7.8%	The kind of people I like
2	85	28.9%	As easy to work with as people on any job
3	176	59.9%	Don't know
4	6	2.0%	Not the people I am used to
5	3	1.0%	Definitely make me uncomfortable
	1	.3%	(Other)
TOTAL	294		

29. I think vocational-technical work is:

VALUE	FREQ.	PCT.	
1	96	32.7%	Very important
2	59	20.1%	Important enough for me to do
3	87	29.6%	Don't know
4	49	16.7%	Not as important as some things I might do
5	2	.7%	Not important
	1	.3%	(Other)
TOTAL	294		

30. The opportunity for advancement in vocational-technical job is:

VALUE	FREQ.	PCT.	
1	12	4.1%	More than enough for me
2	118	40.1%	Enough for me
3	136	46.3%	Don't know
4	23	7.8%	Less than I would like
5	4	1.4%	Much too little for me
	1	.3%	(Other)
TOTAL	294		

31. Vocational-technical work would hold my interest:

VALUE	FREQ.	PCT.	
1	40	13.6%	All of the time
2	109	37.1%	Most of the time
3	77	26.2%	Don't know
4	52	17.7%	Some of the time
5	15	5.1%	Only a little or not at all
	1	.3%	(Other)
TOTAL	294		

32. "Job security" means how safe you are from losing a job. The security of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	15	5.1%	More than enough for me
2	92	31.3%	Enough for me
3	148	50.3%	Don't know
4	30	10.2%	Not as much as I would like
5	8	2.7%	Far too little for me
	1	.3%	(Other)
TOTAL	294		

33. The social status of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	28	9.5%	Very high
2	86	29.3%	High enough for me
3	148	50.3%	Don't know
4	28	9.5%	A little lower than I would like
5	3	1.0%	Far too low for me
	1	.3%	(Other)
TOTAL	294		

34. Almost everyone should go to a four-year college after high school if he can afford it.

VALUE	FREQ.	PCT.	
1	28	9.5%	Strongly agree
2	60	20.4%	Agree
3	89	30.3%	Neutral
4	85	28.9%	Disagree
5	29	9.9%	Strongly disagree
	3	1.0%	(Other)
TOTAL	294		

35. Vocational and technical education is usually for students who are not smart enough to go to a four year college.

VALUE	FREQ.	PCT.	
1	10	3.4%	Strongly agree
2	33	11.2%	Agree
3	39	13.3%	Neutral
4	132	44.9%	Disagree
5	77	26.2%	Strongly disagree
	3	1.0%	(Other)
TOTAL	294		

36. Once you graduate from a vocational training program, it is difficult to change careers.

VALUE	FREQ.	PCT.	
1	8	2.7%	Strongly agree
2	61	20.7%	Agree
3	111	37.8%	Neutral
4	98	33.3%	Disagree
5	13	4.4%	Strongly disagree
	3	1.0%	(Other)
TOTAL	294		

37. How willing are businessmen to help you plan your career?

VALUE	FREQ.	PCT.	
1	21	7.1%	Very willing
2	61	20.7%	Ready to help if I ask them
3	187	63.6%	Unsure/Never asked
4	14	4.8%	Businessmen are not very helpful
5	8	2.7%	Businessmen don't care about helping me plan my career
	3	1.0%	(Other)
TOTAL	294		

38. How often do you advise your friends to consider vocational-technical education in their future?

VALUE	FREQ.	PCT.	
1	7	2.4%	Very often
2	15	5.1%	Often
3	35	11.9%	Sometimes
4	52	17.7%	Occasionally
5	182	61.9%	Never
	3	1.0%	(Other)
TOTAL	294		

We would like to know who you've talked to about careers and what they've said.

39. Teachers

VALUE	FREQ.	PCT.	
1	151	51.4%	Not discussed
2	71	24.1%	Discussed, no comment
3	47	16.0%	Discussed, encouraged Voc-Ed
4	19	6.5%	Discussed, discouraged Voc-Ed or encouraged other
	6	2.0%	(Other)
TOTAL	294		

40. Counselors

VALUE	FREQ.	PCT.	
1	138	46.9%	Not discussed
2	64	21.8%	Discussed, no comment
3	64	21.8%	Discussed, encouraged Voc-Ed
4	23	7.8%	Discussed, discouraged Voc-Ed or encouraged other
	5	1.7%	(Other)
TOTAL	294		

41. Family

VALUE	FREQ.	PCT.	
1	46	15.6%	Not discussed
2	100	34.0%	Discussed, no comment
3	80	27.2%	Discussed, encouraged Voc-Ed
4	62	21.1%	Discussed, discouraged Voc-Ed or encouraged other
	6	2.0%	(Other)
TOTAL	294		

42. Friends

VALUE	FREQ.	PCT.	
1	79	26.9%	Not discussed
2	112	38.1%	Discussed, no comment
3	67	22.8%	Discussed, encouraged Voc-Ed
4	31	10.5%	Discussed, discouraged Voc-Ed or encouraged other
	5	1.7%	(Other)
TOTAL	294		

43. Businessmen

VALUE	FREQ.	PCT.	
1	230	78.2%	Not discussed
2	27	9.2%	Discussed, no comment
3	22	7.5%	Discussed, encouraged Voc-Ed
4	10	3.4%	Discussed, discouraged Voc-Ed or encouraged other
	5	1.7%	(Other)
TOTAL	294		

44. Have you heard of the Career Fair at Kiel Auditorium on April 25, 26, and 27?

VALUE	FREQ.	PCT.	
1	260	88.4%	Yes
2	25	8.5%	No
	9	3.1%	(Other)
TOTAL	294		

45. If the Career Fair has not yet occurred, will you attend the Career Fair?

VALUE	FREQ.	PCT.	
1	221	75.2%	Yes
2	20	6.8%	Probably
3	25	8.5%	Unsure
4	15	5.1%	No
	13	4.4%	(Other)
TOTAL	294		

46. If the Career Fair has already occurred, did you attend?

VALUE	FREQ.	PCT.	
1	25	8.5%	Yes
2	30	10.2%	No
0	231	78.6%	No response
	8	2.7%	(Other)
TOTAL	294		

47. Would you like to know more about vocational-technical school and skilled jobs?

VALUE	FREQ.	PCT.	
1	104	35.4%	Yes, much more
2	131	44.6%	Yes, a little more
3	38	12.9%	No
	21	7.1%	(Other)
TOTAL	294		

48. Do you have a technical skill that is used in a vocation, such as typing, auto repair, electronics? You may have learned it on a job, as a hobby, or as part of school.

VALUE	FREQ.	PCT.	
1	16	5.4%	Two or more technical skills and I am good with one of them
2	29	9.9%	Yes, I have a technical skill and I am pretty good at it
3	40	13.6%	Yes, two or more technical skills but I know only the basics
4	77	26.2%	Yes, I have a technical skill but I just know the basics
5	119	40.5%	No, I do not have a technical skill
	13	4.4%	(Other)
TOTAL	294		

49. What has been your average grade in school this year and last year?

VALUE	FREQ.	PCT.	
1	19	6.5%	A
2	100	34.0%	B
3	133	45.2%	C
4	22	7.5%	D
	20	6.8%	(Other)
TOTAL	294		

50. Can your parents pay for your education after high school, whether it is college, vocational-technical school, or junior college?

VALUE	FREQ.	PCT.	
1	115	39.1%	Yes
2	85	28.9%	My parents can pay for part of my education
3	27	9.2%	They cannot afford to pay for any education after high school
4	50	17.0%	I don't know what my parents can afford
	17	5.8%	(Other)
TOTAL	294		

51. What was the highest level of formal education reached by your father?

VALUE	FREQ.	PCT.	
1	33	11.2%	Grammar school
2	70	23.8%	Some high school
3	105	35.7%	High school graduate
4	38	12.9%	Some college, junior college, or vocational school
5	31	10.5%	Graduated from a four year college
	17	5.8%	(Other)
TOTAL	294		

52. What was the highest level of formal education reached by your mother?

VALUE	FREQ.	PCT.	
1	24	8.2%	Grammar school
2	74	25.2%	Some high school
3	139	47.3%	High school graduate
4	22	7.5%	Some college, junior college, or vocational school
5	14	4.8%	Graduated from a four year college
	21	7.1%	(Other)
TOTAL	294		

53. In what area is or was your father's occupation?

VALUE	FREQ.	PCT.	
1	19	6.5%	Professional (doctor, teacher, lawyer, etc.)
2	87	29.6%	Management (in business or government)
3	98	33.3%	Vocational-technical (welder, stenographer, electrician, lab technician)
4	23	7.8%	Sales (insurance, in a store, etc.)
5	40	13.6%	Unskilled (janitor, night watchman, etc.)
	27	9.2%	(Other)
TOTAL	294		

54. In what area is or was your mother's occupation?

VALUE	FREQ.	PCT.	
1	21	7.1%	Professional
2	24	8.2%	Management
3	44	15.0%	Vocational-technical
4	42	14.3%	Sales
5	25	8.5%	Unskilled
6	106	36.1%	Housewife
	32	10.9%	(Other)
TOTAL	294		

APPENDIX XXb

CAREER FAIR WITHIN GROUP POST-TEST -- SUBURBAN DATA

1. How much have you read or thought about careers?

VALUE	FREQ.	PCT.	
1	48	16.9%	Very much
2	66	23.2%	Much
3	111	39.1%	Some
4	51	18.0%	A little
5	8	2.8%	None
TOTAL	284		

2. How many people (besides your parents) do you know well who are training for a vocational-technical job or have a vocational-technical job?

VALUE	FREQ.	PCT.	
1	65	22.9%	None
2	38	13.4%	One
3	87	30.6%	Two-Three
4	34	12.0%	Four or more
5	60	21.1%	I don't know
TOTAL	284		

3. Which career field have you considered entering most?

VALUE	FREQ.	PCT.	
1	113	39.8%	Professional (doctor, teacher, lawyer, etc.)
2	31	10.9%	Management (in business or government)
3	109	38.4%	Skilled (programmer, welder, stenographer, electrician, etc.)
4	10	3.5%	Sales (insurance, in a store, etc.)
6	17	6.0%	Housewife
	4	1.4%	(Other)
TOTAL	284		

4. Which is your second choice for a career field?

VALUE	FREQ.	PCT.	
1	42	14.8%	Professional
2	54	19.0%	Management
3	57	20.1%	Skilled
4	25	8.8%	Sales
5	4	1.4%	Unskilled
6	47	16.5%	Housewife
7	54	19.0%	I have not considered a second choice
	1	.4%	(Other)
TOTAL	284		

5. How definite is your career choice?

VALUE	FREQ.	PCT.	
1	30	10.6%	Final
2	146	51.4%	Fairly certain
3	68	23.9%	Unsure
4	30	10.6%	Only a guess
5	9	3.2%	I have made no choice at all
	1	.4%	(Other)
TOTAL	284		

6. Do you plan to have more than one major occupation during your working life?

VALUE	FREQ.	PCT.	
1	77	27.1%	Yes
2	151	53.2%	I have not considered this
3	56	19.7%	No
TOTAL	284		

7. Do you plan to take a vocational-technical course in high school?

VALUE	FREQ.	PCT.	
1	31	10.9%	Definitely
2	47	16.5%	Probably
3	129	45.4%	Unsure
4	77	27.1%	No
TOTAL	284		

8. What do you plan to do when you leave high school?

VALUE	FREQ.	PCT.	
1	92	32.4%	Go to a 4-year college
2	70	24.6%	Go to a junior college
3	25	8.8%	Go to a vocational-technical school
4	55	19.4%	Get a job
5	19	6.7%	Join the armed forces
6	23	8.1%	I have no plans
TOTAL	284		

Items 9-20 are the names of various jobs. Answer Yes if you think the job is a vocational-technical job. Answer No if you think the job is not vocational-technical.

9. Barber or Beautician

VALUE	FREQ.	PCT.	
1	203	71.5%	Yes
2	78	27.5%	No
	3	1.1%	(Other)
TOTAL	284		

10. Mail carrier

VALUE	FREQ.	PCT.	
1	84	29.6%	Yes
2	199	70.1%	No
	1	.4%	(Other)
TOTAL	284		

11. Bank teller

VALUE	FREQ.	PCT.	
1	146	51.4%	Yes
2	137	48.2%	No
	1	.4%	(Other)
TOTAL	284		

12. Bricklayer

VALUE	FREQ.	PCT.	
1	168	59.2%	Yes
2	115	40.5%	No
	1	.4%	(Other)
TOTAL	284		

13. Secretary

VALUE	FREQ.	PCT.	
1	225	79.2%	Yes
2	58	20.4%	No
	1	.4%	(Other)
TOTAL	284		

14. Engineer

VALUE	FREQ.	PCT.	
1	204	71.8%	Yes
2	79	27.8%	No
	1	.4%	(Other)
TOTAL	284		

15. Biologist

VALUE	FREQ.	PCT.	
1	123	43.3%	Yes
2	160	56.3%	No
	1	.4%	(Other)
TOTAL	284		

16. Sheet metal worker

VALUE	FREQ.	PCT.	
1	213	75.0%	Yes
2	70	24.6%	No
	1	.4%	(Other)
TOTAL	284		

17. Key punch operator

VALUE	FREQ.	PCT.	
1	218	76.8%	Yes
2	65	22.9%	No
	1	.4%	(Other)
TOTAL	284		

18. Waiter or Waitress

VALUE	FREQ.	PCT.	
1	88	31.0%	Yes
2	195	68.7%	No
	1	.4%	(Other)
TOTAL	284		

19. Computer Programmer

VALUE	FREQ.	PCT.	
1	237	83.5%	Yes
2	46	16.2%	No
	1	.4%	(Other)
TOTAL	284		

20. Medical or Dental Laboratory Technician

VALUE	FREQ.	PCT.	
1	185	65.1%	Yes
2	97	34.2%	No
	2	.7%	(Other)
TOTAL	284		

21. Can students from your school take courses that teach skills which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

VALUE	FREQ.	PCT.	
1	183	64.4%	Yes
2	84	29.6%	Don't know
3	15	5.3%	No
	2	.7%	(Other)
TOTAL	284		

22. How many of these high school vocational courses can you name?

VALUE	FREQ.	PCT.	
1	83	29.2%	None
2	38	13.4%	One
3	50	17.6%	Two
4	42	14.8%	Three
5	71	25.0%	Four or more
TOTAL	284		

23. Do you know the name and location of the nearest junior college?

VALUE	FREQ.	PCT.	
1	202	71.1%	Yes
2	42	14.8%	I think so
3	38	13.4%	No
	2	.7%	(Other)
TOTAL	284		

24. How many private trade schools do you know of in the St. Louis metropolitan area?

VALUE	FREQ.	PCT.	
1	123	43.3%	None
2	58	20.4%	One
3	55	19.4%	Two
4	21	7.4%	Three
5	27	9.5%	Four or more
TOTAL	284		

25. In the next few years, what percent of new jobs will be vocational-technical jobs (jobs that require at least six months training but no college?)

VALUE	FREQ.	PCT.	
1	10	3.5%	10
2	63	22.2%	30
3	99	34.9%	50
4	78	27.5%	60
5	32	11.3%	80
	2	.7%	(Other)
TOTAL	284		

26. The pay for a vocational-technical job is:

VALUE	FREQ.	PCT.	
1	10	3.5%	More than enough for me
2	95	33.5%	About what I want
3	155	54.6%	Don't know
4	22	7.7%	Somewhat less than I want
5	2	.7%	Far too little for me
TOTAL	284		

27. The physical surroundings on a vocational-technical job are:

VALUE	FREQ.	PCT.	
1	31	10.9%	Very pleasant
2	113	39.8%	Probably pleasant enough for me
3	128	45.1%	Don't know
4	8	2.8%	Mildly unpleasant
5	4	1.4%	Too unpleasant for me
TOTAL	284		

28. The people in vocational-technical jobs are:

VALUE	FREQ.	PCT.	
1	27	9.5%	The kind of people I like
2	97	34.2%	As easy to work with as people on any job
3	152	53.5%	Don't know
4	6	2.1%	Not the people I am used to
5	2	.7%	Definitely make me uncomfortable
TOTAL	284		

29. I think vocational-technical work is:

VALUE	FREQ.	PCT.	
1	78	27.5%	Very important
2	79	27.8%	Important enough for me to do
3	81	28.5%	Don't know
4	44	15.5%	Not as important as some things I might do
5	1	.4%	Not important
	1	.4%	(Other)
TOTAL	284		

30. The opportunity for advancement in vocational-technical job is:

VALUE	FREQ.	PCT.	
1	12	4.2%	More than enough for me
2	109	38.4%	Enough for me
3	134	47.2%	Don't know
4	25	8.8%	Less than I would like
5	3	1.1%	Much too little for me
	1	.4%	(Other)
TOTAL	284		

31. Vocational-technical work would hold my interest:

VALUE	FREQ.	PCT.	
1	27	9.5%	All of the time
2	103	36.3%	Most of the time
3	84	29.6%	Don't know
4	52	18.3%	Some of the time
5	18	6.3%	Only a little or not at all
TOTAL	284		

32. "Job security" means how safe you are from losing a job. The security of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	13	4.6%	More than enough for me
2	83	29.2%	Enough for me
3	154	54.2%	Don't know
4	32	11.3%	Not as much as I would like
5	2	.7%	Far too little for me
TOTAL	284		

33. The social status of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	19	6.7%	Very high
2	87	30.6%	High enough for me
3	162	57.0%	Don't know
4	13	4.6%	A little lower than I would like
5	3	1.1%	Far too low for me
TOTAL	284		

34. Almost everyone should go to a four-year college after high school if he can afford it.

VALUE	FREQ.	PCT.	
1	37	13.0%	Strongly agree
2	63	22.2%	Agree
3	75	26.4%	Neutral
4	81	28.5%	Disagree
5	28	9.9%	Strongly disagree
TOTAL	284		

35. Vocational and technical education is usually for students who are not smart enough to go to a four year college.

VALUE	FREQ.	PCT.	
1	19	6.7%	Strongly agree
2	27	9.5%	Agree
3	54	19.0%	Neutral
4	121	42.6%	Disagree
5	63	22.2%	Strongly disagree
TOTAL	284		

36. Once you graduate from a vocational training program, it is difficult to change careers.

VALUE	FREQ.	PCT.	
1	10	3.5%	Strongly agree
2	40	14.1%	Agree
3	128	45.1%	Neutral
4	100	35.2%	Disagree
5	6	2.1%	Strongly disagree
TOTAL	284		

37. How willing are businessmen to help you plan your career?

VALUE	FREQ.	PCT.	
1	26	9.2%	Very willing
2	61	21.5%	Ready to help if I ask them
3	169	59.5%	Unsure/Never asked
4	18	6.3%	Businessmen are not very helpful
5	10	3.5%	Businessmen don't care about helping me plan my career
TOTAL	284		

38. How often do you advise your friends to consider vocational-technical education in their future?

VALUE	FREQ.	PCT.	
1	8	2.8%	Very often
2	14	4.9%	Often
3	55	19.4%	Sometimes
4	46	16.2%	Occasionally
5	160	56.3%	Never
	1	.4%	(Other)
TOTAL	284		

We would like to know who you've talked to about careers and what they've said.

39. Teachers

VALUE	FREQ.	PCT.	
1	123	43.3%	Not discussed
2	82	28.9%	Discussed, no comment
3	49	17.3%	Discussed, encouraged Voc-Ed
4	24	8.5%	Discussed, discouraged Voc-Ed or encouraged other
	6	2.1%	(Other)
TOTAL	284		

40. Counselors

VALUE	FREQ.	PCT.	
1	114	40.1%	Not discussed
2	77	27.1%	Discussed, no comment
3	60	21.1%	Discussed, encouraged Voc-Ed
4	31	10.9%	Discussed, discouraged Voc-Ed or encouraged other
	2	.7%	(Other)
TOTAL	284		

41. Family

VALUE	FREQ.	PCT.	
1	63	22.2%	Not discussed
2	78	27.5%	Discussed, no comment
3	70	24.6%	Discussed, encouraged Voc-Ed
4	70	24.6%	Discussed, discouraged Voc-Ed or encouraged other
	3	1.1%	(Other)
TOTAL	284		

42. Friends

VALUE	FREQ.	PCT.	
1	101	35.6%	Not discussed
2	111	39.1%	Discussed, no comment
3	45	15.8%	Discussed, encouraged Voc-Ed
4	23	8.1%	Discussed, discouraged Voc-Ed of encouraged other
	4	1.4%	(Other)
TOTAL	284		

43. Businessmen

VALUE	FREQ.	PCT.	
1	213	75.0%	Not discussed
2	25	8.8%	Discussed, no comment
3	28	9.9%	Discussed, encouraged Voc-Ed
4	16	5.6%	Discussed, discouraged Voc-Ed or encouraged other
	2	.7%	(Other)
TOTAL	284		

44. Have you heard of the Career Fair at Kiel Auditorium on April 25, 26, and 27?

VALUE	FREQ.	PCT.	
1	218	76.8%	Yes
2	56	19.7%	No
	10	3.5%	(Other)
TOTAL	284		

45. If the Career Fair has not yet occurred, will you attend the Career Fair?

VALUE	FREQ.	PCT.	
1	4	1.4%	Yes
2	10	3.5%	Probably
3	9	3.2%	Unsure
4	15	5.3%	No
	246	86.6%	(Other)
TOTAL	284		

46. If the Career Fair has already occurred, did you attend?

VALUE	FREQ.	PCT.	
1	157	55.3%	Yes
2	111	39.1%	No
0	12	4.2%	No response
	4	1.4%	(Other)
TOTAL	284		

47. Would you like to know more about vocational-technical school and skilled jobs?

VALUE	FREQ.	PCT.	
1	84	29.6%	Yes, much more
2	140	49.3%	Yes, a little more
3	53	18.7%	No
	7	2.5%	(Other)
TOTAL	284		

48. Do you have a technical skill that is used in a vocation, such as typing, auto repair, electronics? You may have learned it on a job, as a hobby, or as part of school.

VALUE	FREQ.	PCT.	
1	26	9.2%	Two or more technical skills and I am good with one of them
2	35	12.3%	Yes, I have a technical skill and I am pretty good at it
3	36	12.7%	Yes, two or more technical skills but I know only the basics
4	72	25.4%	Yes, I have a technical skill but I just know the basics
5	111	39.1%	No, I do not have a technical skill
	4	1.4%	(Other)
TOTAL	284		

49. What has been your average grade in school this year and last year?

VALUE	FREQ.	PCT.	
1	24	8.5%	A
2	124	43.7%	B
3	116	40.8%	C
4	13	4.6%	D
	7	2.5%	(Other)
TOTAL	284		

50. Can your parents pay for your education after high school, whether it is college, vocational-technical school, or junior college?

VALUE	FREQ.	PCT.	
1	122	43.0%	Yes
2	85	29.9%	My parents can pay for part of my education
3	25	8.8%	They cannot afford to pay for any education after high school
4	46	16.2%	I don't know what my parents can afford
	6	2.1%	(Other)
TOTAL	284		

51. What was the highest level of formal education reached by your father?

VALUE	FREQ.	PCT.	
1	31	10.9%	Grammar school
2	64	22.5%	Some high school
3	109	38.4%	High school graduate
4	36	12.7%	Some college, junior college, or vocational school
5	33	11.6%	Graduated from a four year college
	11	3.9%	(Other)
TOTAL	284		

52. What was the highest level of formal education reached by your mother?

VALUE	FREQ.	PCT.	
1	24	8.5%	Grammar school
2	72	25.4%	Some high school
3	145	51.1%	High school graduate
4	17	6.0%	Some college, junior college, or vocational school
5	19	6.7%	Graduated from a four year college
	7	2.5%	(Other)
TOTAL	284		

53. In what area is or was your father's occupation?

VALUE	FREQ.	PCT.	
1	26	9.2%	Professional (doctor, teacher, lawyer, etc.)
2	82	28.9%	Management (in business or government)
3	113	39.8%	Vocational-technical (welder, stenographer, electrician, lab technician)
4	10	3.5%	Sales (insurance, in a store, etc.)
5	41	14.4%	Unskilled (janitor, night watchman, etc.)
	12	4.2%	(Other)
TOTAL	284		

54. In what area is or was your mother's occupation?

VALUE	FREQ.	PCT.	
1	29	10.2%	Professional
2	19	6.7%	Management
3	44	15.5%	Vocational-technical
4	25	8.8%	Sales
5	24	8.5%	Unskilled
6	129	45.4%	Housewife
	14	4.9%	(Other)
TOTAL	284		

APPENDIX XXIa

CAREER FAIR WITHIN GROUP PRE-TEST -- X-URBAN DATA

1. How much have you read or thought about careers?

VALUE	FREQ.	PCT.	
1	17	29.8%	Very much
2	14	24.6%	Much
3	21	36.8%	Some
4	4	7.0%	A little
5	1	1.8%	None
TOTAL	57		

2. How many people (besides your parents) do you know well who are training for a vocational-technical job or have a vocational-technical job?

VALUE	FREQ.	PCT.	
1	17	29.8%	None
2	7	12.3%	One
3	4	7.0%	Two-Three
4	4	7.0%	Four or more
5	25	43.9%	I don't know
TOTAL	57		

3. Which career field have you considered entering most?

VALUE	FREQ.	PCT.	
1	26	45.6%	Professional (doctor, teacher, lawyer, etc.)
2	7	12.3%	Management (in business or government)
3	24	42.1%	Skilled (programmer, welder, stenographer, electrician, etc.)
TOTAL	57		

4. Which is your second choice for a career field?

VALUE	FREQ.	PCT.	
1	8	14.0%	Professional
2	16	28.1%	Management
3	10	17.5%	Skilled
4	5	8.8%	Sales
6	4	7.0%	Housewife
7	13	22.8%	I have not considered a second choice
	1	1.8%	(Other)
TOTAL	57		

5. How definite is your career choice?

VALUE	FREQ.	PCT.	
1	8	14.0%	Final
2	23	40.4%	Fairly certain
3	24	42.1%	Unsure
4	2	3.5%	Only a guess
TOTAL	57		

6. Do you plan to have more than one major occupation during your working life?

VALUE	FREQ.	PCT.	
1	15	26.3%	Yes
2	36	63.2%	I have not considered this
3	5	8.8%	No
	1	1.8%	(Other)
TOTAL	57		

7. Do you plan to take a vocational-technical course in high school?

VALUE	FREQ.	PCT.	
1	9	15.8%	Definitely
2	23	40.4%	Probably
3	21	36.8%	Unsure
4	4	7.0%	No
TOTAL	57		

8. What do you plan to do when you leave high school?

VALUE	FREQ.	PCT.	
1	16	28.1%	Go to a 4-year college
2	10	17.5%	Go to a junior college
3	8	14.0%	Go to a vocational-technical school
4	9	15.8%	Get a job
5	8	14.0%	Join the armed forces
6	4	7.0%	I have no plans
	2	3.5%	(Other)
TOTAL	57		

Items 9-20 are the names of various jobs. Answer Yes if you think the job is a vocational-technical job, answer No if you think the job is not vocational-technical.

9. Barber or Beautician

VALUE	FREQ.	PCT.	
1	42	73.7%	Yes
2	15	26.3%	No
TOTAL	57		

10. Mail Carrier

VALUE	FREQ.	PCT.	
1	24	42.1%	Yes
2	33	47.9%	No
TOTAL	57		

11. Bank Teller

VALUE	FREQ.	PCT.	
1	36	63.2%	Yes
2	21	36.8%	No
TOTAL	57		

12. Bricklayer

VALUE	FREQ.	PCT.	
1	43	75.4%	Yes
2	14	24.6%	No
TOTAL	57		

13. Secretary

VALUE	FREQ.	PCT.	
1	39	68.4%	Yes
2	17	29.8%	No
	1	1.8%	(Other)
TOTAL	57		

14. Engineer

VALUE	FREQ.	PCT.	
1	35	61.4%	Yes
2	21	36.8%	No
	1	1.8%	(Other)
TOTAL	57		

15. Biologist

VALUE	FREQ.	PCT.	
1	28	49.1%	Yes
2	28	49.1%	No
	1	1.8%	(Other)
TOTAL	57		

16. Sheet metal worker

VALUE	FREQ.	PCT.	
1	45	78.9%	Yes
2	11	19.3%	No
	1	1.8%	(Other)
TOTAL	57		

17. Key punch operator

VALUE	FREQ.	PCT.	
1	43	75.4%	Yes
2	13	22.8%	No
	1	1.8%	(Other)
TOTAL	57		

18. Waiter or Waitress

VALUE	FREQ.	PCT.	
1	22	38.6%	Yes
2	34	59.6%	No
	1	1.8%	(Other)
TOTAL	57		

19. Computer Programmer

VALUE	FREQ.	PCT.	
1	48	84.2%	Yes
2	8	14.0%	No
	1	1.8%	(Other)
TOTAL	57		

20. Medical or Dental Laboratory Technician

VALUE	FREQ.	PCT.	
1	33	57.9%	Yes
2	23	40.4%	No
	1	1.8%	(Other)
TOTAL	57		

21. Can students from your school take courses that teach skills with which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

VALUE	FREQ.	PCT.	
1	42	73.7%	Yes
2	13	22.8%	Don't know
3	1	1.8%	No
	1	1.8%	(Other)
TOTAL	57		

22. How many of these high school vocational courses can you name?

VALUE	FREQ.	PCT.	
1	14	24.6%	None
2	8	14.0%	One
3	7	12.3%	Two
4	6	10.5%	Three
5	22	38.6%	Four or more
TOTAL	57		

23. Do you know the name and location of the nearest junior college?

VALUE	FREQ.	PCT.	
1	24	42.1%	Yes
2	13	22.8%	I think so
3	20	35.1%	No
TOTAL	57		

24. How many private trade schools do you know of in the St. Louis metropolitan area?

VALUE	FREQ.	PCT.	
1	24	42.1%	None
2	21	36.8%	One
3	6	10.5%	Two
4	1	1.8%	Three
5	5	8.8%	Four or more
TOTAL	57		

25. In the next few years, what percent of new jobs will vocational-technical jobs (jobs that require at least six months training but no college)?

VALUE	FREQ.	PCT.	
1	1	1.8%	10
2	4	7.0%	30
3	21	36.8%	50
4	24	42.1%	60
5	6	10.5%	80
	1	1.8%	(Other)
TOTAL	57		

26. The pay for a vocational-technical job is:

VALUE	FREQ.	PCT.	
1	2	3.5%	More than enough for me
2	17	29.8%	About what I want
3	34	59.6%	Don't know
4	3	5.3%	Somewhat less than I want
5	1	1.8%	Far too little for me
TOTAL	57		

27. The physical surroundings on a vocational-technical job are:

VALUE	FREQ.	PCT.	
1	4	7.0%	Very pleasant
2	25	43.9%	Probably pleasant enough for me
3	28	49.1%	Don't know
TOTAL	57		

28. The people in vocational-technical jobs are:

VALUE	FREQ.	PCT.	
1	5	8.8%	The kind of people I like
2	23	40.4%	As easy to work with as people on any job
3	28	49.1%	Don't know
5	1	1.8%	Definitely make me uncomfortable
TOTAL	57		

29. I think vocational-technical work is:

VALUE	FREQ.	PCT.	
1	21	36.8%	Very important
2	15	26.3%	Important enough for me to do
3	10	17.5%	Don't know
4	11	19.3%	Not as important as some things I might do
TOTAL	57		

30. The opportunity for advancement in vocational-technical job is:

VALUE	FREQ.	PCT.	
1	4	7.0%	More than enough for me
2	24	42.1%	Enough for me
3	27	47.4%	Don't know
4	2	3.5%	Less than I would like
TOTAL	57		

31. Vocational-technical work would hold my interest:

VALUE	FREQ.	PCT.	
1	10	17.5%	All of the time
2	22	38.6%	Most of the time
3	17	29.8%	Don't know
4	7	12.3%	Some of the time
5	1	1.8%	Only a little or not at all
TOTAL	57		

32. "Job security" means how safe you are from losing a job. The security of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	7	12.3%	More than enough for me
2	11	19.3%	Enough for me
3	33	57.9%	Don't know
4	6	10.5%	Not as much as I would like
TOTAL	57		

33. The social status of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	5	8.8%	Very high
2	18	31.6%	High enough for me
3	31	54.4%	Don't know
4	3	5.3%	A little lower than I would like
TOTAL	57		

34. Almost everyone should go to a four-year college after high school if he can afford it.

VALUE	FREQ.	PCT.	
1	3	5.3%	Strongly agree
2	6	10.5%	Agree
3	20	35.1%	Neutral
4	22	38.6%	Disagree
5	6	10.5%	Strongly disagree
TOTAL	57		

35. Vocational and technical education is usually for students who are not smart enough to go to a four year college.

VALUE	FREQ.	PCT.	
1	2	3.5%	Strongly agree
2	4	7.0%	Agree
3	7	12.3%	Neutral
4	16	28.1%	Disagree
5	28	49.1%	Strongly disagree
TOTAL	57		

36. Once you graduate from a vocational training program, it is very difficult to change careers.

VALUE	FREQ.	PCT.	
1	2	3.5%	Strongly agree
2	2	3.5%	Agree
3	24	42.1%	Neutral
4	20	35.1%	Disagree
5	9	15.8%	Strongly disagree
TOTAL	57		

37. How willing are businessmen to help you plan your career?

VALUE	FREQ.	PCT.	
1	4	7.0%	Very willing
2	10	17.5%	Ready to help if I ask them
3	42	73.7%	Unsure/never asked
4	1	1.8%	Businessmen are not very helpful
TOTAL	57		

38. How often do you advise your friends to consider vocational-technical education in their future?

VALUE	FREQ.	PCT.	
1	2	3.5%	Very often
2	1	1.8%	Often
3	11	19.3%	Sometimes
4	17	29.8%	Occasionally
5	26	45.6%	Never
TOTAL	57		

We would like to know who you've talked to about careers and what they've said.

39. Teachers

VALUE	FREQ.	PCT.	
1	29	50.9%	Not discussed
2	16	28.1%	Discussed, no comment
3	9	15.8%	Discussed, encouraged Voc-Ed
4	3	5.3%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	57		

40. Counselors

VALUE	FREQ.	PCT.	
1	31	54.4%	Not discussed
2	9	15.8%	Discussed, no comment
3	12	21.1%	Discussed, encouraged Voc-Ed
4	5	8.8%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	57		

41. Family

VALUE	FREQ.	PCT.	
1	1	1.8%	Not discussed
2	20	35.1%	Discussed, no comment
3	16	28.1%	Discussed, encouraged Voc-Ed
4	20	35.1%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	57		

42. Friends

VALUE	FREQ.	PCT.	
1	15	26.3%	Not discussed
2	24	42.1%	Discussed, no comment
3	12	21.1%	Discussed, encouraged Voc-Ed
4	5	8.8%	Discussed, discouraged Voc-Ed or encouraged other
	1	1.8%	(Other)
TOTAL	57		

43. Businessmen

VALUE	FREQ.	PCT.	
1	43	75.4%	Not discussed
2	5	8.8%	Discussed, no comment
3	4	7.0%	Discussed, encouraged Voc-Ed
4	5	8.8%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	57		

44. Have you heard of the Career Fair at Kiel Auditorium on April 25, 26, and 27?

VALUE	FREQ.	PCT.	
1	52	91.2%	Yes
2	5	8.8%	No
TOTAL	57		

45. If the Career Fair has not yet occurred, will you attend the Career Fair?

VALUE	FREQ.	PCT.	
1	52	91.2%	Yes
2	1	1.8%	Probably
3	2	3.5%	Unsure
	2	3.5%	(Other)
TOTAL	57		

46. If the Career Fair has already occurred, did you attend?

VALUE	FREQ.	PCT.	
1	5	8.8%	Yes
2	9	15.8%	No
0	42	73.7%	No response
	1	1.8%	(Other)
TOTAL	57		

47. Would you like to know more about vocational-technical school and skilled jobs?

VALUE	FREQ.	PCT.	
1	42	73.7%	Yes, much more
2	10	17.5%	Yes, a little more
3	5	8.8%	No
TOTAL	57		

48. Do you have a technical skill that is used in a vocation, such as typing, auto repair, electronics? You may have learned it on a job, as a hobby, or as part of school.

VALUE	FREQ.	PCT.	
1	6	10.5%	Two or more technical skills and I am good with one of them
2	10	17.5%	Yes, I have a technical skill and I am pretty good at it
3	5	8.8%	Yes, two or more technical skills but I just know the basics
4	20	35.1%	Yes, I have a technical skill but I just know the basics
5	16	28.1%	No, I do not have a technical skill
TOTAL	57		

49. What has been your average grade in school this year and last year?

VALUE	FREQ.	PCT.	
1	8	14.0%	A
2	35	61.4%	B
3	12	21.1%	C
4	1	1.8%	D
	1	1.8%	(Other)
TOTAL	57		

50. Can your parents pay for your education after high school whether it is college, vocational-technical school, or junior college?

VALUE	FREQ.	PCT.	
1	26	45.6%	Yes
2	17	29.8%	My parents can pay for part of my education
3	2	3.5%	They cannot afford to pay for any education after high school
4	11	19.3%	I don't know what my parents can afford
	1	1.8%	(Other)
TOTAL	57		

51. What was the highest level of formal education reached by your father?

VALUE	FREQ.	PCT.	
1	7	12.3%	Grammar school
2	12	21.1%	Some high school
3	15	26.3%	High school graduate
4	13	22.8%	Some college, junior college, or vocational school
5	9	15.8%	Graduated from a four year college
	1	1.8%	(Other)
TOTAL	57		

52. What was the highest level of formal education reached by your mother?

VALUE	FREQ.	PCT.	
1	3	5.3%	Grammar school
2	12	21.1%	Some high school
3	25	43.9%	High school graduate
4	9	15.8%	Some college, junior college, or vocational school
5	8	14.0%	Graduated from a four year college
TOTAL	57		

53. In what area is or was your father's occupation?

VALUE	FREQ.	PCT.	
1	6	10.5%	Professional (doctor, teacher, lawyer, etc.)
2	12	21.1%	Management (in business or government)
3	29	50.9%	Vocational-technical (welder, electrician, lab technician)
4	3	5.3%	Sales (insurance, in a store, etc.)
5	5	8.8%	Unskilled (janitor, night watchman, etc.)
	2	3.5%	(Other)
TOTAL	57		

54. In what area is or was your mother's occupation?

VALUE	FREQ.	PCT.	
1	10	17.5%	Professional
2	2	3.5%	Management
3	11	19.3%	Vocational-technical
4	5	8.8%	Sales
5	3	5.3%	Unskilled
6	23	40.4%	Housewife
	3	5.3%	(Other)
TOTAL	57		

APPENDIX XXIb

CAREER FAIR WITHIN GROUP POST-TEST -- X-URBAN DATA

1. How much have you read or thought about careers?

VALUE	FREQ.	PCT.	
1	22	40.0%	Very much
2	20	36.4%	Much
3	13	23.6%	Some
TOTAL	55		

2. How many people (besides your parents) do you know well who are training for a vocational-technical job or have a vocational-technical job?

VALUE	FREQ.	PCT.	
1	17	30.9%	None
2	7	12.7%	One
3	6	10.9%	Two-Three
4	10	18.2%	Four or more
5	15	27.3%	I don't know
TOTAL	55		

3. Which career field have you considered entering most?

VALUE	FREQ.	PCT.	
1	22	40.0%	Professional (doctor, teacher, lawyer, etc.)
2	5	9.1%	Management (in business or government)
3	26	47.3%	Skilled (programmer, welder, stenographer, electrician, etc.)
4	1	1.8%	Sales (insurance, in a store, etc.)
6	1	1.8%	Housewife
TOTAL	55		

4. Which is your second choice for a career field?

VALUE	FREQ.	PCT.	
1	8	14.5%	Professional
2	16	29.1%	Management
3	12	21.8%	Skilled
4	2	3.6%	Sales
6	4	7.3%	Housewife
7	12	21.8%	I have not considered a second choice
	1	1.8%	(Other)
TOTAL	55		

5. How definite is your career choice?

VALUE	FREQ.	PCT.	
1	7	12.7%	Final
2	28	50.9%	Fairly certain
3	17	30.9%	Unsure
4	3	5.5%	Only a guess
TOTAL	55		

6. Do you plan to have more than one major occupation during your working life?

VALUE	FREQ.	PCT.	
1	29	52.7%	Yes
2	20	36.4%	I have not considered this
3	6	10.9%	No
TOTAL	55		

7. Do you plan to take a vocational-technical course in high school?

VALUE	FREQ.	PCT.	
1	10	18.2%	Definitely
2	23	41.8%	Probably
3	15	27.3%	Unsure
4	7	12.7%	No
TOTAL	55		

8. What do you plan to do when you leave high school?

VALUE	FREQ.	PCT.	
1	14	25.5%	Go to a 4-year college
2	5	9.1%	Go to a junior college
3	11	20.0%	Go to a vocational-technical school
4	6	10.9%	Get a job
5	8	14.5%	Join the armed forces
6	8	14.5%	I have no plans
	3	5.5%	(Other)
TOTAL	55		

Items 9-20 are the names of various jobs. Answer Yes if you think the job is a vocational-technical job. Answer No if you think the job is not vocational-technical.

9. Barber or Beautician

VALUE	FREQ.	PCT.	
1	45	81.8%	Yes
2	10	18.2%	No
TOTAL	55		

10. Mail carrier

VALUE	FREQ.	PCT.	
1	20	36.4%	Yes
2	35	63.6%	No
TOTAL	55		

11. Bank teller

VALUE	FREQ.	PCT.	
1	37	67.3%	Yes
2	18	32.7%	No
TOTAL	55		

12. Bricklayer

VALUE	FREQ.	PCT.	
1	32	58.2%	Yes
2	23	41.8%	No
TOTAL	55		

13. Secretary

VALUE	FREQ.	PCT.	
1	50	90.9%	Yes
2	5	9.1%	No
TOTAL	55		

14. Engineer

VALUE	FREQ.	PCT.	
1	37	67.3%	Yes
2	18	32.7%	No
TOTAL	55		

15. Biologist

VALUE	FREQ.	PCT.	
1	26	47.3%	Yes
2	29	52.7%	No
TOTAL	55		

16. Sheet metal worker

VALUE	FREQ.	PCT.	
1	41	74.5%	Yes
2	14	25.5%	No
TOTAL	55		

17. Key punch operator

VALUE	FREQ.	PCT.	
1	46	83.6%	Yes
2	9	16.4%	No
TOTAL	55		

18. Waiter or Waitress

VALUE	FREQ.	PCT.	
1	13	23.6%	Yes
2	42	76.4%	No
TOTAL	55		

19. Computer Programmer

VALUE	FREQ.	PCT.	
1	46	83.6%	Yes
2	9	16.4%	No
TOTAL	55		

20. Medical or Dental Laboratory Technician

VALUE	FREQ.	PCT.	
1	41	74.5%	Yes
2	14	25.5%	No
TOTAL	55		

21. Can students from your school take courses that teach skills which they can earn a living? (These courses may be at your school, at the high school, or at a separate technical high school.)

VALUE	FREQ.	PCT.	
1	37	67.3%	Yes
2	17	30.9%	Don't know
3	1	1.8%	No
TOTAL	55		

22. How many of these high school vocational courses can you name?

VALUE	FREQ.	PCT.	
1	19	34.5%	None
2	11	20.0%	One
3	5	9.1%	Two
4	3	5.5%	Three
5	16	29.1%	Four or more
	1	1.8%	No response
TOTAL	55		

23. Do you know the name and location of the nearest junior college?

VALUE	FREQ.	PCT.	
1	19	34.5%	Yes
2	16	29.1%	I think so
3	20	36.4%	No
TOTAL	55		

24. How many private trade schools do you know of in the St. Louis metropolitan area?

VALUE	FREQ.	PCT.	
1	19	34.5%	None
2	11	20.0%	One
3	7	12.7%	Two
4	5	9.1%	Three
5	12	21.8%	Four or more
	1	1.8%	No response
TOTAL	55		

25. In the next few years, what percent of new jobs will be vocational-technical jobs (jobs that require at least six months training but no college?)

VALUE	FREQ.	PCT.	
2	8	14.5%	30
3	13	23.6%	50
4	18	32.7%	60
5	15	27.3%	80
	1	1.8%	(Other)
TOTAL	55		

26. The pay for a vocational-technical job is:

VALUE	FREQ.	PCT.	
1	3	5.5%	More than enough for me
2	22	40.0%	About what I want
3	23	41.8%	Don't know
4	4	7.3%	Somewhat less than I want
5	3	5.5%	Far too little for me
TOTAL	55		

27. The physical surroundings on a vocational-technical job are:

VALUE	FREQ.	PCT.	
1	3	5.5%	Very pleasant
2	31	56.4%	Probably pleasant enough for me
3	21	38.2%	Don't know
TOTAL	55		

28. The people in vocational-technical jobs are:

VALUE	FREQ.	PCT.	
1	12	21.8%	The kind of people I like
2	14	25.5%	As easy to work with as people on any job
3	28	50.9%	Don't know
	1	1.8%	(Other)
TOTAL	55		

29. I think vocational-technical work is:

VALUE	FREQ.	PCT.	
1	22	40.0%	Very important
2	16	29.1%	Important enough for me to do
3	10	18.2%	Don't know
4	7	12.7%	Not as important as some things I might do
TOTAL	55		

30. The opportunity for advancement in vocational-technical job is:

VALUE	FREQ.	PCT.	
1	5	9.1%	More than enough for me
2	21	38.2%	Enough for me
3	21	38.2%	Don't know
4	6	10.9%	Less than I would like
5	1	1.8%	Much too little for me
	1	1.8%	(Other)
TOTAL	55		

31. Vocational-technical work would hold my interest:

VALUE	FREQ.	PCT.	
1	10	18.2%	All of the time
2	25	45.5%	Most of the time
3	12	21.8%	Don't know
4	5	9.1%	Some of the time
5	3	5.5%	Only a little or not at all
TOTAL	55		

32. "Job security" means how safe you are from losing a job. The security of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	5	9.1%	More than enough for me
2	20	36.4%	Enough for me
3	25	45.5%	Don't know
4	4	7.3%	Not as much as I would like
5	1	1.8%	Far too little for me
TOTAL	55		

33. The social status of vocational-technical work is:

VALUE	FREQ.	PCT.	
1	7	12.7%	Very high
2	22	40.0%	High enough for me
3	25	45.5%	Don't know
4	1	1.8%	A little lower than I would like
TOTAL	55		

34. Almost everyone should go to a four-year college after high school if he can afford it.

VALUE	FREQ.	PCT.	
1	4	7.3%	Strongly agree
2	9	16.4%	Agree
3	20	36.4%	Neutral
4	15	27.3%	Disagree
5	7	12.7%	Strongly disagree
TOTAL	55		

35. Vocational and technical education is usually for students who are not smart enough to go to a four year college.

VALUE	FREQ.	PCT.	
1	1	1.8%	Strongly agree
2	4	7.3%	Agree
3	4	7.3%	Neutral
4	26	47.3%	Disagree
5	20	36.4%	Strongly disagree
TOTAL	55		

36. Once you graduate from a vocational training program, it is difficult to change careers.

VALUE	FREQ.	PCT.	
2	6	10.9%	Agree
3	20	36.4%	Neutral
4	25	45.5%	Disagree
5	4	7.3%	Strongly disagree
TOTAL	55		

37. How willing are businessmen to help you plan your career?

VALUE	FREQ.	PCT.	
1	10	18.2%	Very willing
2	21	38.2%	Ready to help if I ask them
3	23	41.8%	Unsure/Never asked
4	1	1.8%	Businessmen are not very helpful
TOTAL	55		

38. How often do you advise your friends to consider vocational-technical education in their future?

VALUE	FREQ.	PCT.	
1	1	1.8%	Very often
2	4	7.3%	Often
3	12	21.8%	Sometimes
4	19	34.5%	Occasionally
5	18	32.7%	Never
	1	1.8%	(Other)
TOTAL	55		

We would like to know who you've talked to about careers and what they've said.

39. Teachers

VALUE	FREQ.	PCT.	
1	25	45.5%	Not discussed
2	19	34.5%	Discussed, no comment
3	10	18.2%	Discussed, encouraged Voc-Ed
4	1	1.8%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	55		

40. Counselors

VALUE	FREQ.	PCT.	
1	33	60.0%	Not discussed
2	3	5.5%	Discussed, no comment
3	13	23.6%	Discussed, encouraged Voc-Ed
4	6	10.9%	Discussed, discouraged Voc-Ed or encouraged other
TOTAL	55		

41. Family

VALUE	FREQ.	PCT.	
1	6	10.9%	Not discussed
2	10	18.2%	Discussed, no comment
3	18	32.7%	Discussed, encouraged Voc-Ed
4	20	36.4%	Discussed, discouraged Voc-Ed or encouraged other
	1	1.8%	(Other)
TOTAL	55		

42. Friends

VALUE	FREQ.	PCT.	
1	13	23.6%	Not discussed
2	23	41.8%	Discussed, no comment
3	11	20.0%	Discussed, encouraged Voc-Ed
4	7	12.7%	Discussed, discouraged Voc-Ed or encouraged other
	1	1.8%	(Other)
TOTAL	55		

43. Businessmen

VALUE	FREQ.	PCT.	
1	35	63.6%	Not discussed
2	7	12.7%	Discussed, no comment
3	8	14.5%	Discussed, encouraged Voc-Ed
4	4	7.3%	Discussed, discouraged Voc-Ed or encouraged other
	1	1.8%	(Other)
TOTAL	55		

44. Have you heard of the Career Fair at Kiel Auditorium on April 25, 26, and 27?

VALUE	FREQ.	PCT.	
1	52	94.5%	Yes
2	2	3.6%	No
	1	1.8%	(Other)
TOTAL	55		

45. If the Career Fair has not yet occurred, will you attend the Career Fair?

VALUE	FREQ.	PCT.	
	55	100.0%	(Other)
TOTAL	55		

46. If the Career Fair has already occurred, did you attend?

VALUE	FREQ.	PCT.	
1	53	96.4%	Yes
2	2	3.6%	No
TOTAL	55		

47. Would you like to know more about vocational-technical school and skilled jobs?

VALUE	FREQ.	PCT.	
1	31	56.4%	Yes, much more
2	20	36.4%	Yes, a little more
3	4	7.3%	No
TOTAL	55		

48. Do you have a technical skill that is used in a vocation, such as typing, auto repair, electronics? You may have learned it on a job, as a hobby, or as part of school.

VALUE	FREQ.	PCT.	
1	9	16.4%	Two or more technical skills and I am good with one of them
2	10	18.2%	Yes, I have a technical skill and I am pretty good at it
3	7	12.7%	Yes, two or more technical skills but I only know the basics
4	16	29.1%	Yes, I have a technical skill but I just know the basics
5	13	23.6%	No, I do not have a technical skill
TOTAL	55		

49. What has been your average grade in school this year and last year?

VALUE	FREQ.	PCT.	
1	4	7.3%	A
2	35	63.6%	B
3	11	20.0%	C
4	2	3.6%	D
	3	5.5%	(Other)
TOTAL	55		

50. Can your parents pay for your education after high school, whether it is college, vocational-technical school, or junior college?

VALUE	FREQ.	PCT.	
1	24	43.6%	Yes
2	21	38.2%	My parents can pay for part of my education
3	2	3.6%	They cannot afford to pay for any education after high school
4	8	14.5%	I don't know what my parents can afford
TOTAL	55		

51. What was the highest level of formal education reached by your father?

VALUE	FREQ.	PCT.	
1	6	10.9%	Grammar school
2	10	18.2%	Some high school
3	17	30.9%	High school graduate
4	10	18.2%	Some college, junior college, or vocational school
5	10	18.2%	Graduated from a four year college
	2	3.6%	(Other)
TOTAL	55		

52. What was the highest level of formal education reached by your mother?

VALUE	FREQ.	PCT.	
1	6	10.9%	Grammar school
2	7	12.7%	Some high school
3	27	49.1%	High school graduate
4	7	12.7%	Some college, junior college, or vocational school
5	7	12.7%	Graduated from a four year college
	1	1.8%	(Other)
TOTAL	55		

53. In what area is or was your father's occupation?

VALUE	FREQ.	PCT.	
1	6	10.9%	Professional (doctor, teacher, lawyer, etc.)
2	16	29.1%	Management (in business or government)
3	22	40.0%	Vocational-technical (welder, stenographer, electrician, lab technician)
4	2	3.6%	Sales (insurance, in a store, etc.)
5	5	9.1%	Unskilled (janitor, night watchman, etc.)
	4	7.3%	(Other)
TOTAL	55		

54. In what area is or was your mother's occupation?

VALUE	FREQ.	PCT.	
1	13	23.6%	Professional
2	4	7.3%	Management
3	6	10.9%	Vocational-technical
4	1	1.8%	Sales
5	2	3.6%	Unskilled
6	27	49.1%	Housewife
	2	3.6%	(Other)
TOTAL	55		

APPENDIX XXII

MASS MEDIA SURVEY DATA

1. Have you noticed any announcements about vocational-technical education and vocational-technical jobs in the newspaper, on radio or television, or on a billboard? These do not include advertisements for private trade schools or national advertisements, such as the ad with Tommy Smothers and the talking computer.

VALUE	FREQ.	PCT.	
1	1357	65.4%	Yes
2	314	15.1%	Unsure
3	387	18.6%	No
	15	.7%	No response
	3	.1%	(Other)
TOTAL	2076		

2. Roughly how many of these announcements have you heard or read?

VALUE	FREQ.	PCT.	
1	190	9.2%	One
2	783	37.7%	Two or Three
3	287	13.8%	Four or Five
4	313	15.1%	More than Five
	501	24.1%	No response
	2	.1%	(Other)
TOTAL	2076		

3. Where did you notice the announcement(s)? If you have heard or read the announcements from more than one source, rank each source according to how many of the announcements you have noticed from it.

VALUE	FREQ.	PCT.	
1	281	13.5%	Newspaper
2	466	22.4%	Radio
3	502	24.2%	Television
4	47	2.3%	Billboard
5	293	14.1%	I don't remember
	485	23.4%	No response
	2	.1%	(Other)
TOTAL	2076		

4. Did the announcement(s) increase your interest in vocational-technical education and vocational-technical jobs?

VALUE	FREQ.	PCT.	
1	169	8.1%	Yes, very much
2	856	41.2%	Yes, a little
3	588	28.3%	No
	459	22.1%	No response
	4	.2%	(Other)
TOTAL	2076		

5. Have you ever heard of or read about the Career Information Center?

VALUE	FREQ.	PCT.	
1	830	40.0%	Yes, very much
2	365	17.6%	Yes, a little
3	752	36.2%	No
	124	6.0%	No response
	5	.2%	(Other)
TOTAL	2076		

6. Where did you hear of the Career Information Center? If you have heard or read the announcements from more than one source, rank each source according to how many of the announcements you have noticed from it.

VALUE	FREQ.	PCT.	
1	119	5.7%	Newspaper
2	263	12.7%	Radio
3	196	9.4%	Television
4	18	.9%	Billboard
5	276	13.3%	Other (friends, counselors, handbills, etc.)
6	299	14.4%	I don't remember
	904	43.5%	No response
	1	.0%	(Other)
TOTAL	2076		

7. Have you requested information from the Career Information Center?

VALUE	FREQ.	PCT.	
1	292	14.1%	Yes
2	1214	58.5%	No
	560	27.0%	No response
	10	.5%	(Other)
TOTAL	2067		

8. If you have requested information, how helpful was it?

VALUE	FREQ.	PCT.	
1	72	3.5%	Very helpful
2	233	11.2%	Somewhat helpful
3	169	8.1%	Of little value
	1600	77.1%	No response
	2	.1%	(Other)
TOTAL	2067		

APPENDIX XXIII

RADIO SPOT ANNOUNCEMENTS

CLIENT: CAREER FAIR
JOB NO.: 29908-20004
MEDIA: 30-second #1

Gardner Creative

Are *you*, young high school student, an "ifer"? You know, *if* only I could afford college, *if* only I had a skill. Well, stop ifing! The Career Fair is here! 100 firms and schools with booths and exhibits to help you select one of the many well-paying jobs requiring vocational or technical education, but *not* requiring a college degree. The Career Fair, Kiel Auditorium, April 25th, 26th, 27th. Could be the start of a great career for you--*if* you go. *If*!

CLIENT **CAREER FAIR**

JOB NO. 29908-20004

MEDIA 30-second #2

Gardner Creative

If, if, if, if, if! Don't say, _if_ I could only go to college, _if_ I only knew a skill, _if_ I only knew what I wanted to be! Young boys and girls--the Career Fair is here. 100 companies and schools ready to help you learn all about vocational-technical education! 30,000 different job categories will be available by 1980 and 80% will require voc-tech education but _not_ a 4-year college degree. So come to the Career Fair...Kiel Auditorium...April 25th, 26th, 27th!

CLIENT: CAREER FAIR

JOB NO: 29908-20004

MEDIA 60-seconds #3

Gardner Creative

In these changing times the little word "if" is taking on a big new meaning--for all ambitious young boys and girls who want to get ahead. Here's what I mean. _If_ you don't have the time, money or interest for a college degree, come to the Career Fair. _If_ you don't know exactly what kind of education is right for you--come to the Career Fair. Learn all about vocational-technical education. 100 companies and schools are ready to help you. _If_ you're a Vietnam veteran trying to find your future, we'll help you find it at the Career Fair. _If_ you can't get a good job because you don't have a special skill, come to the Career Fair. 30,000 different job categories will be available by 1980 and 80% of these will require voc-tech education but not a 4-year college degree. So, boys and girls, don't let a little word like "if" stand in the way of your success. Come to the Career Fair. Pick your own career...the choice is yours. Kiel Auditorium, April 25th, 26th, 27th. No ifs, now! Be there!

CLIENT: CAREER FAIR

JOB NO.: 29908-20004

MEDIA: 60-SECONDS #1

Gardner Creative

3/22/72 ck

If. Now there's a word you can hang your future on. If. My message is for all you boys and girls in high school... those of you who are saying, *if* only I could go to college, *if* only I knew a trade, *if* only I knew what I wanted to be--*then* I could be a success. Well, I'm here to tell you about the Career Fair. What's it all about? *You*. You young people who can't afford four years of college, who don't want to go to college, who would rather learn a skill. This is for *you*--the Career Fair. More than 100 leading firms and schools with booths and exhibits to help you select one of the many well-paying jobs requiring vocational or technical education--but *not* requiring a college degree. 80% of job openings in the 70's will fall in this category. So all of you wonderful young ifers--If I just had the chance, if I could just learn a skill--here is your answer. The Career Fair. And it's free. Kiel Auditorium, April 25th, 26th, 27th!

CLIENT CAREER FAIR
JOB NO. 29908-20004
MEDIA 60 seconds #2

Gardner Creative

I have a message just for parents of teenagers. It centers around one word--if! If you think your child should go to a four-year college just because you never got the chance. Or, if you are insisting your son or daughter get a college degree, period...then mother if and father if, come to the Career Fair and bring your sons and daughters along. For here is a glorious career opportunity for every youngster. More than 100 leading firms and schools with booths and exhibits to help young people select one of the many well-paying jobs requiring vocational or technical education--but not requiring a college degree. 30,000 different career categories will be available by 1980 and 80% of these will require vocational or technical education, but not a college degree. So, everybody--come to the Career Fair. Learn all about voc-tech education. Kiel Auditorium...April 25th, 26th, 27th. And don't give me any of your if.

CLIENT: CAREER FAIR

JOB NO.: 29908-20004

MEDIA: 30 seconds #3

Gardner Creative

I wish *I* were a youngster. Right now, in this changing new world. Well, if *you* are a teenager who doesn't plan to go to college, here's news about the exciting vocational-technical jobs of tomorrow. The Career Fair is here... 100 companies and schools with booths and exhibitions to help you plan a voc-tech education. 80% of all jobs openings in the 70's will be in this category. So come to the Career Fair. Kiel Auditorium, April 25th, 26th, 27th. Gosh, I wish *I* were a youngster!

APPENDIX XXIV

NEWSPAPER ADVERTISEMENTS

No. 1 in a series of dumb statements:

"If you want to be somebody, you have to go to college."

Baloney!

It's not true. Never was and never will be. College is *not* the only way to "make it."

Data processors, carpenters, welders, jet engine mechanics and millions of other successful workers in thousands of career fields are proving it. It's not so much *what* you do as how *well* you do it.

Where the jobs are in the '70s

■ 320,000 new jobs will be created in the bi-state St. Louis region in the 1970s. ■ 50% of those jobs will require training beyond high school . . . but less than 4 years of college. ■ 30% of them will require skills taught in vocational high schools. ■ Only 17% will require at least a college degree. Yet **two-thirds** of all high school students plan to enter college. ■ 50% of all college students drop out **before** graduation and enter the job market **without** "saleable" skills. ■ More facts? Mail the coupon.

Today, young people are rediscovering crafts and skills as occupations that provide *both* job satisfaction and big paychecks.

If you're a high school student or a recent graduate, give some serious thought to what you really want out of life. If you're not certain your future depends on a college degree . . . or if you simply can't see yourself in college . . . you *do* have another choice. One that'll lead to a good job with a good future:

Vocational or technical training

. . . at one of the 198 vocational high schools, junior colleges, business, trade or technical schools in the St. Louis area. They can provide the training and skills you need for practically any trade, craft or career you choose.

The choice is yours. Just make sure you have the facts

R.I.D.C. Career Information Center, 10646 St. Charles Rock Road, St. Louis, Mo. 63074. Telephone: 429-3535. (In Illinois, 398-1100)

Send me the latest information on career opportunities requiring vocational or technical education.

NAME ________________

STREET ________________

CITY ________ STATE ________ ZIP ________

My special career interests are: ________________

Advertising on behalf of vocational technical education is sponsored by the Regional Industrial Development Corporation (RIDC

No. 2 in a series of dumb statements:

"You can't make it these days without a college degree."

Superbunk!

College never was and never will be the *only* way to "make it." (Whatever your definition of 'making it" includes!)

Medical technologists, dental hygienists, electricians and machinists are proving it. So are millions of other men and women in thousands of rewarding career fields . . .

It's not *what* you do . . . it's how good you are at what you enjoy doing most.

If you're a high school student or a recent graduate, give some serious thought to what you really want out of life. If you're not certain your future depends on a college degree . . . or if you simply can't see yourself in college . . . you *do* have another choice. One that'll lead to a good job with a good future:

Where the jobs are in the '70s

■ 320,000 new jobs will be created in the bi-state St. Louis region in the 1970s. ■ 50% of those jobs will require training beyond high school . . . but less than 4 years of college. ■ 30% of them will require skills taught in vocational high schools. ■ Only 17% will require at least a college degree. Yet **two-thirds** of all high school students plan to enter college. ■ 50% of all college students drop out **before** graduation and enter the job market **without** "saleable" skills. ■ More facts? Mail the coupon.

Vocational or technical education

. . . at one of the 198 vocational high schools, junior colleges, business, trade and technical schools in the St. Louis area. They can provide the training and skills you need for practically any trade, craft or career you choose.

The choice is yours.
Just make sure you have the facts:

R.I.D.C. Career Information Center, 10646 St. Charles Rock Road, St. Louis, Mo. 63074. Telephone: 429-3535. (In Illinois, 398-1100)

Send me the latest information on career opportunities requiring vocational or technical education.

NAME ____________________

STREET ____________________

CITY ____________ STATE ____________ ZIP ____________

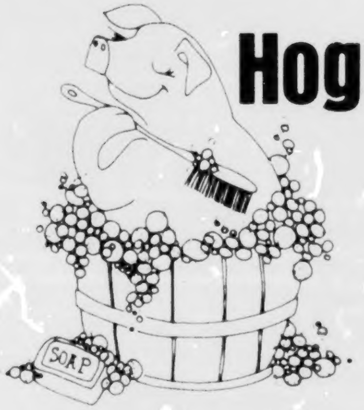
My special career interests are: ____________________

____

Advertising on behalf of vocational-technical education is sponsored by the Regional Industrial Development Corporation (RIDC).

No. 3 in a series of dumb statements:

“The future belongs to the college graduate. And ONLY the college graduate.”



Hogwash!

The future belongs to the guy who has something on the ball. Regardless if he's got a sheepskin on his wall.

Today, young people are rediscovering crafts and skills as occupations that provide *both* job satisfaction and big paychecks.

Data processors, metalworkers, tool - and - die makers, and plumbers are proving it's not so much *what* you do . . . but how good you are at what you enjoy doing most.

If you're a high school student or a recent graduate, give some serious thought to what you really want out of life. If you're not certain your future depends on a college degree . . . or if you simply can't see yourself in college . . . you *do* have another choice. One that'll lead to a good job with a good future:

Where the jobs are in the '70s

■ 320,000 new jobs will be created in the bi-state St. Louis region in the 1970s. ■ 50% of those jobs will require training beyond high school . . . but less than 4 years of college. ■ 30% of them will require skills taught in vocational high schools. ■ Only 17% will require at least a college degree. Yet **two-thirds** of all high school students plan to enter college. ■ 50% of all college students drop out **before** graduation and enter the job market **without** "saleable" skills. ■ More facts? Mail the coupon.

Vocational or technical education

. . . at one of the 198 vocational high schools, junior colleges, business, trade and technical schools in the St. Louis area. They can provide the training and skills you need for practically any career you choose.

The choice is yours.
Just make sure you have the facts

R.I.D.C. Career Information Center 10646 St. Charles Rock Road,
St. Louis, Mo. 63074. Telephone: 429-3535. (In Illinois, 398-1100)

Send me the latest information on career opportunities requiring vocational or technical education.

NAME

STREET

CITY STATE ZIP

My special career interests are:

Advertising on behalf of vocational technical education is sponsored by the Regional Industrial Development Corporation (RID

No. 4 in a series of dumb statements:

"The only way to get ahead is to get a college education."

Bull!

A college education is *not* the only avenue to "success." Young people are rediscovering crafts and skills as careers that provide *both* job satisfaction and fat paychecks.

Electricians, paramedics, tool-and-die makers and millions of others in thousand of occupations are proving it.

All it really takes to get ahead is a desire to do something that needs doing . . . and the ability to do it well.

That means getting the education you *need* for the career you want. It doesn't necessarily mean a college degree.

If you're a high school student or a recent graduate, give some serious thought to what you really want out of life. If you're not certain your future depends on a college degree . . . or if you simply can't see yourself in college . . . you *do* have another choice. One that'll lead to a good job with a good future:

Where the jobs are in the '70s

■ 320,000 new jobs will be created in the bi-state St. Louis region in the 1970s. ■ 50% of those jobs will require training beyond high school . . . but less than 4 years of college. ■ 30% of them will require skills taught in vocational high schools. ■ Only 17% will require at least a college degree. Yet **two-thirds** of all high school students plan to enter college. ■ 50% of all college students drop out **before** graduation and enter the job market **without** "saleable" skills. ■ More facts? Mail the coupon.

Vocational or technical training

. . . at one of the 198 vocational high schools, junior colleges, business, trade and technical schools in the St. Louis area. Whatever the career field, if you'll provide the ambition they'll provide the know-how.

The choice is yours. Just make sure you have the facts:

R.I.D.C. Career Information Center, 10646 St. Charles Rock Road, St. Louis, Mo. 63074. Telephone: 429-3535. (In Illinois, 398-1100)

Send me the latest information on career opportunities requiring vocational or technical education.

NAME ______________________

STREET ______________________

CITY ______________ STATE ______ ZIP ______

My special career interests are: ______________________

Advertising on behalf of vocational-technical education is sponsored by the Regional Industrial Development Corporation (RIDC).

No. 5 in a series of dumb statements:

"Without a college degree, you're doomed to a life of drudgery."

Humbug!

mmmm
mmmmmm

Drudgery is doing something you find dull. And a college degree is definitely *not* the only hope of avoiding it.

Today, young people are rediscovering skills and crafts as keys to enjoyable, rewarding careers.

Communications technicians, draftsmen, data processors, metalworkers and millions of others in thousands of occupations are proving you *can* have job satisfaction and a big paycheck without having a college degree.

Where the jobs are in the '70s

■ 320,000 new jobs will be created in the bi-state St. Louis region in the 1970s. ■ 50% of those jobs will require training beyond high school . . . but less than 4 years of college. ■ 30% of them will require skills taught in vocational high schools. ■ Only 17% will require at least a college degree. Yet **two-thirds** of all high school students plan to enter college. ■ 50% of all college students drop out **before** graduation and enter the job market **without** "saleable" skills. ■ More facts? Mail the coupon.

All you need is a desire to do something that needs doing . . . and the ability to do it well.

But that means getting the training you *need* for the career you choose. It doesn't necessarily mean 4 years in college.

If you're a high school student or a recent graduate, give some serious thought to what you really want out of life. If you're not certain your future depends on a college degree . . . or if you simply can't see yourself in college . . . you *do* have another choice. One that'll lead to a good job with a good future:

Vocational or technical training

. . . at one of the 198 vocational high schools, junior colleges, business, trade and technical schools in the St. Louis area. Just name the career field . . . they'll provide the know-how you need.

The choice is yours. Just make sure you have the facts

R.I.D.C. Career Information Center, 10646 St. Charles Rock Road, St. Louis, Mo. 63074. Telephone: 429-3535. (In Illinois, 398-1100)

Send me the latest information on career opportunities requiring vocational or technical education.

NAME ______________________

STREET ______________________

CITY __________ STATE __________ ZIP __________

My special career interests are: ______________________

Advertising on behalf of vocational-technical education is sponsored by the Regional Industrial Development Corporation (RIDC)

APPENDIX XXV

EVALUATION OF DIRECT CONTACT

DATE______________________

NAME____

ADDRESS____

CITY_______________________STATE__________ZIP______

SCHOOL____

GRADE_______________or Maximum Education Received______

INSTRUCTIONS

You have recently seen a film and heard a speaker on vocational education. Your evaluation of this session and your suggestions will help in the planning and development of similar films and presentations to be given in the future. Please answer each of the following questions as honestly and completely as you can. Thank you for your cooperation.

1. Do you think that the film was:
   - ___ a. exciting
   - ___ b. interesting
   - ___ c. commonplace
   - ___ d. dull

2. How much did you learn from the film about each of the following areas?

   a. The variety of vocational educational opportunities.
   ___ 1. a lot ___ 2. some ___ 3. a little ___ 4. nothing

   b. The salaries of skilled workers in comparison to other occupations:
   ___ 1. a lot ___ 2. some ___ 3. a little ___ 4. nothing

   c. Opportunities for advancement in vocational/technical areas:
   ___ 1. a lot ___ 2. some ___ 3. a little ___ 4. nothing

   d. Availability of on-the-job training in vocational/technical areas:
   ___ 1. a lot ___ 2. some ___ 3. a little ___ 4. nothing

   e. Availability of jobs for those with vocational training:
   ___ 1. a lot ___ 2. some ___ 3. a little ___ 4. nothing

   f. Opportunities for education and training in the vocational/technical areas:
   ___ 1. a lot ___ 2. some ___ 3. a little ___ 4. nothing

3. Rate each of the following aspects of the film according to whether you thought it was useful and informative:

a. Personal statements of students and young workers:	___ 1. a useful and informative feature ___ 2. an unimportant feature ___ 3. a negative feature
b. Personal statements of businessmen and supervisors:	___ 1. a useful and informative feature ___ 2. an unimportant feature ___ 3. a negative feature
c. Illustrations of actual working situations:	___ 1. a useful and informative feature. ___ 2. an unimportant feature ___ 3. a negative feature

4. What changes would you like to see in the film in order to make it more interesting and informative?

____

____

____

____

____

5. Rate the speaker on each of the following aspects of his presentation.

a. Knowledge of vocational/technical education and opportunities:	___ 1. excellent ___ 2. good	___ 3. poor ___ 4. dismal
b. Speaking clearly and understandably:	___ 1. excellent ___ 2. good	___ 3. poor ___ 4. dismal
c. Answering questions to your satisfaction:	___ 1. excellent ___ 2. good	___ 3. poor ___ 4. dismal
d. Interest in students:	___ 1. excellent ___ 2. good	___ 3. poor ___ 4. dismal
e. Providing information beyond that presented in the film:	___ 1. excellent ___ 2. good	___ 3. poor ___ 4. dismal

6. What changes would you like to see in the speaker's presentation in order to make it more interesting and informative?

____

____

____

____

____

7. Do you plan to discuss this event with friends, relatives, teachers, counselors?

___ Yes ___ No

8. Will you read the pamphlets and other materials handed out?

___ Yes ___ No

9. What questions did the film or speaker not answer for you which you wish had been answered?

____

____

____

____

____

APPENDIX XXVI

EVALUATION OF DIRECT CONTACT DATA

1. Do you think that the film was:

VALUE	FREQ.	PCT.	
1	9	1.7%	Exciting
2	279	53.9%	Interesting
3	118	22.8%	Commonplace
4	89	17.2%	Dull
	21	4.1%	No response
	2	.4%	(Other)
TOTAL	518		

How much did you learn from the film about each of the following areas?

2. The variety of vocational-educational opportunities:

VALUE	FREQ.	PCT.	
1	77	14.9%	A lot
2	257	49.6%	Some
3	130	25.1%	A little
4	33	6.4%	Nothing
	21	4.1%	No response
TOTAL	518		

3. The salaries of skilled workers in comparison to other occupations:

VALUE	FREQ.	PCT.	
1	51	9.8%	A lot
2	175	33.8%	Some
3	177	34.2%	A little
4	89	17.2%	Nothing
	25	4.8%	No response
	1	.2%	(Other)
TOTAL	518		

4. Opportunities for advancement in vocational-technical areas:

VALUE	FREQ.	PCT.	
1	104	20.1%	A lot
2	230	44.4%	Some
3	119	23.0%	A little
4	41	7.9%	Nothing
	22	4.2%	No response
	2	.4%	(Other)
TOTAL	518		

5. Availability of on-the-job training in vocational-technical areas:

VALUE	FREQ.	PCT.	
1	107	20.7%	A lot
2	229	44.2%	Some
3	118	22.8%	A little
4	36	6.9%	Nothing
	27	5.2%	No response
	1	.2%	(Other)
TOTAL	518		

6. Availability of jobs for those with vocational training:

VALUE	FREQ.	PCT.	
1	119	23.0%	A lot
2	237	45.8%	Some
3	103	19.9%	A little
4	31	6.0%	Nothing
	28	5.4%	No response
TOTAL	518		

7. Opportunities for education and training in the vocational-technical areas:

VALUE	FREQ.	PCT.	
1	107	20.7%	A lot
2	243	46.9%	Some
3	116	22.4%	A little
4	28	5.4%	Nothing
	24	4.6%	No response
TOTAL	518		

Rate each of the following aspects of the film according to whether you thought it was useful and informative:

8. Personal statements of students and young workers:

VALUE	FREQ.	PCT.	
1	345	66.6%	A useful and informative feature
2	102	19.7%	An unimportant feature
3	34	6.6%	A negative feature
	34	6.6%	No response
	3	.6%	(Other)
TOTAL	518		

9. Personal statements of businessmen and supervisors:

VALUE	FREQ.	PCT.	
1	300	57.9%	A useful and informative feature
2	132	25.5%	Un unimportant feature
3	45	8.7%	A negative feature
	40	7.7%	No response
	1	.2%	(Other)
TOTAL	518		

10. Illustrations of actual working situations:

VALUE	FREQ.	PCT.	
1	352	68.0%	A useful and informative feature
2	87	16.8%	An unimportant feature
3	28	5.4%	A negative feature
	51	9.8%	No response
TOTAL	518		

11. What changes would you like to see in the film in order to make it more interesting and informative?

VALUE	FREQ.	PCT.	
	504	97.3%	Blank
	14	2.7%	(Other)
TOTAL	518		

Rate the speaker on each of the following aspects of his presentation:

12. Knowledge of vocational-technical education and opportunities:

VALUE	FREQ.	PCT.	
1	165	31.9%	Excellent
2	293	56.6%	Good
3	21	4.1%	Poor
4	5	1.0%	Dismal
	34	6.6%	No response
TOTAL	518		

13. Speaking clearly and understandably:

VALUE	FREQ.	PCT.	
1	230	44.4%	Excellent
2	232	44.8%	Good
3	14	2.7%	Poor
4	9	1.7%	Dismal
	33	6.4%	No response
TOTAL	518		

14. Answering questions to your satisfaction:

VALUE	FREQ.	PCT.	
1	114	22.0%	Excellent
2	287	55.4%	Good
3	41	7.9%	Poor
4	14	2.7%	Dismal
	62	12.0%	No response
TOTAL	518		

15. Interest in students:

VALUE	FREQ.	PCT.	
1	155	29.9%	Excellent
2	245	47.3%	Good
3	45	8.7%	Poor
4	16	3.1%	Dismal
	57	11.0%	No response
TOTAL	518		

16. Providing information beyond that presented in the film:

VALUE	FREQ.	PCT.	
1	115	22.2%	Excellent
2	268	51.7%	Good
3	48	9.3%	Poor
4	13	2.5%	Dismal
	74	14.3%	No response
TOTAL	518		

17. What changes would you like to see in the speaker's presentation in order to make it more interesting and informative?

VALUE	FREQ.	PCT.	
	493	95.2%	Blank
	25	4.8%	(Other)
TOTAL	518		

18. Do you plan to discuss this event with friends, relatives, teachers, counselors?

VALUE	FREQ.	PCT.	
1	256	49.4%	Yes
2	189	36.5%	No
	73	14.1%	No response
TOTAL	518		

19. Will you read the pamphlets and other materials handed out?

VALUE	FREQ.	PCT.	
1	340	65.6%	Yes
2	94	18.1%	No
	84	16.2%	No response
TOTAL	518		

20. What questions did the film or speaker not answer for you which you wish had been answered?

VALUE	FREQ.	PCT.	
	503	97.1%	Blank
	15	2.9%	(Other)
TOTAL	518		

APPENDIX XXVII

PARTICIPATING SCHOOLS

SUBURBAN

Mehville Senior High School
St. Louis, Missouri

Hanley Junior High School
St. Louis, Missouri

Walter F. Gaunt
St. Louis, Missouri

East Junior High School
St. Louis, Missouri

Ferguson Junior High School
St. Louis, Missouri

X-URBAN

Wilbur Trimpe Junior High School
Bethalto, Illinois

Fort Zumwalt Junior High School
O'Fallon, Missouri

Fox High School
Arnold, Missouri

RURAL

Eureka Senior High School
Eureka, Missouri

St. Clair High School
St. Clair, Missouri

Hillsboro High School
Hillsboro, Missouri

Washington High School
Washington, Missouri

URBAN

Humboldt School
St. Louis, Missouri

Blow Middle School
St. Louis, Missouri

Clinton School
St. Louis, Missouri